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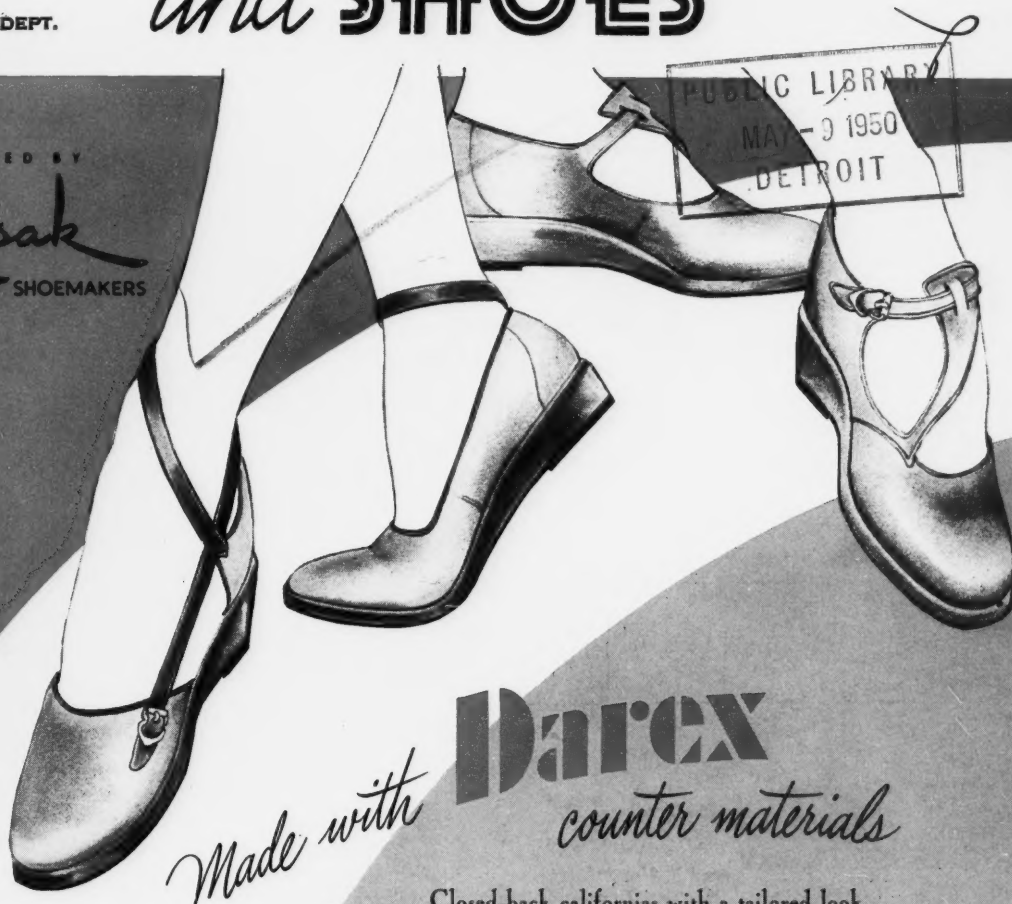
LEATHER *and* SHOES

IN TWO SECTIONS
SECTION I
MAY 6, 1950

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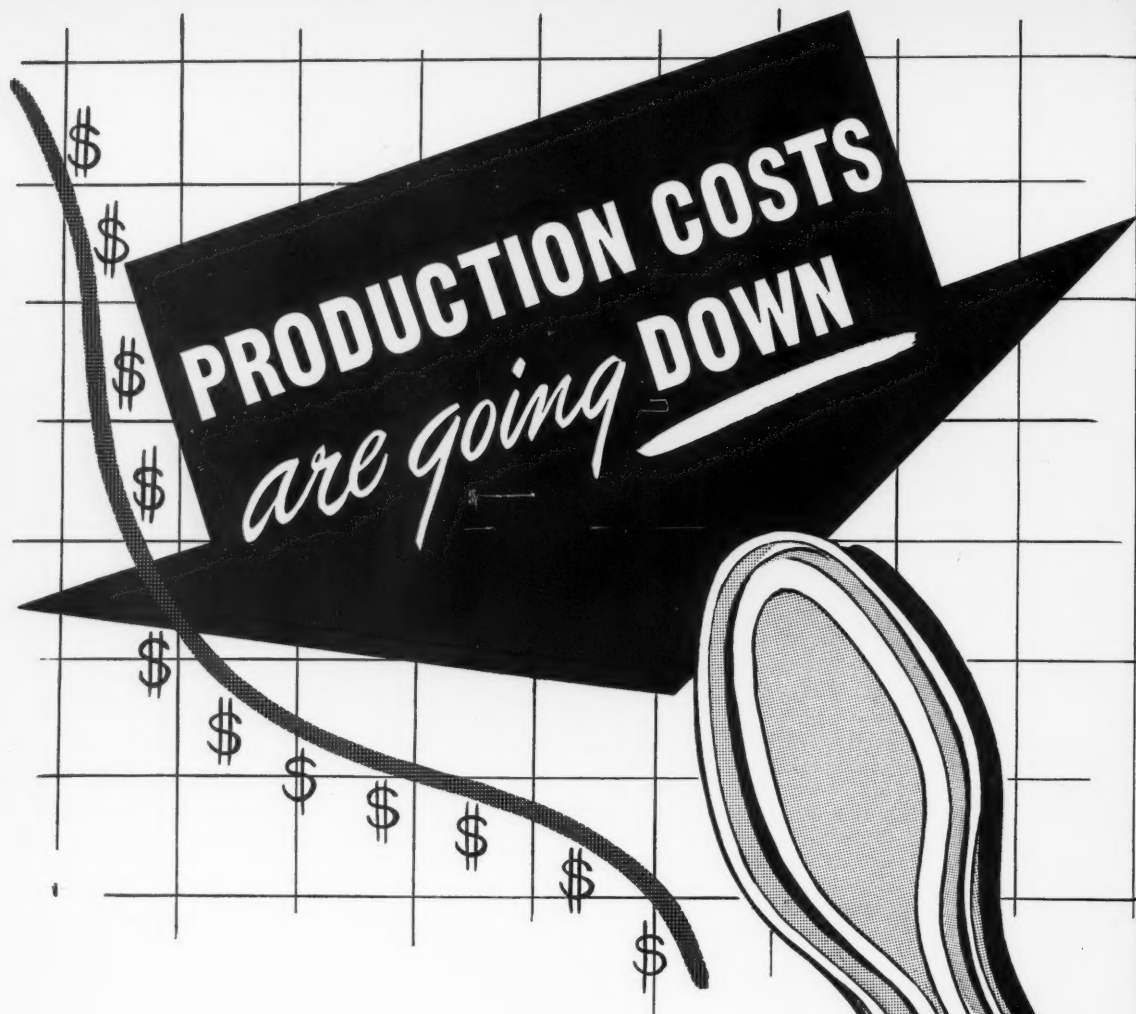
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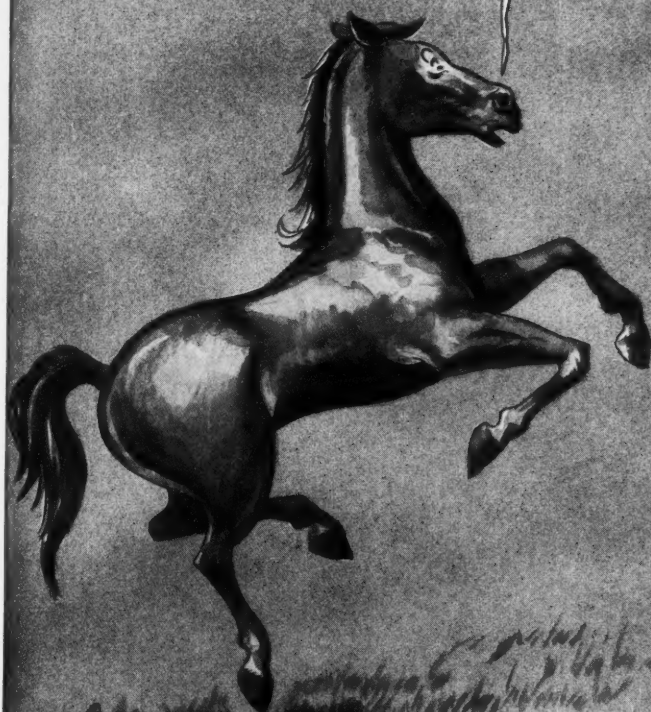
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Shoe learner hearing finally wound up but it has left behind several puzzling questions affecting the fate of some 350 or so individual "sub-minimum wage" learner certificates issued temporarily to same number of shoe manufacturers by the Wage and Hour Division. These certificates are due to expire on May 25.

Hearing suddenly resumed last week after weeks of adjournment and final testimony and rebuttal ended Friday, April 28. Both National Shoe Manufacturers Assn. and United Shoe Workers of America, CIO, decided against oral argument and were given two weeks to file written arguments. Thus Wage and Hour Division will be unable to issue any new regulation, if one is planned, until two sets of briefs are received and studied.

Washington sources feel temporary measures will be fixed shortly before May 25 deadline to bridge overtime gap until entire problem is settled one way or another. Manufacturers already granted temporary certificates will be able to keep them in effect until final ruling is announced.

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Final outcome of Czech shoe imports still in doubt despite rising trade protest. Customs Bureau, which barred further imports of these shoes until "dumping" and other charges are cleared, still forced to proceed cautiously. State Dept. has expressed no opinion, apparently unwilling to become involved at present time.

Obvious fact is that Russia through Czechoslovakia and other satellites is desperately trying to obtain more U. S. dollars with which it can purchase badly needed raw materials. State Dept. is aware of this, has done little to block it. This is reason why U. S. manufacturers and consumers have been forced to carry the ball. Govt. cannot ignore this continued pressure which, if prolonged, can force it to take definite action despite political considerations.

L&S recently checked at Macy's where Czech playshoes sold "like hotcakes" at \$2.29 per pair, found that New York department store obtained shoes from Universal Shoe Co., 47 West 34th St., New York City. Officials at Universal refused to comment, admitted that similar shoes had been distributed to other large stores, which also did big business. Obviously, retailers and consumers must be warned against this, especially if Govt. takes no action. Paid newspaper ads in Boston papers by New England Shoe and Leather Assn. a step in right direction.

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Leather and leather products manufacturing industries which started new operations in the 1946-1948 period led all U. S. industry in sales return upon dollar investment during that period. Commerce Dept. study of operations of some 166,000 new manufacturing firms

launched at that time found national average of 1948 "sales per dollar of initial investment funds" only 5.3 percent.

Leather and shoe industry did 12.4 percent return. Next was apparel industry, which returned 9.9 percent. Furniture and finished lumber products returned 6.3 percent.

Average initial investment in leather and shoe industry ventures for three years of 1946-48 was \$20,000, some \$8000 higher than national average of \$12,000. Best sales return was found in group of "small" firms, with initial investment of \$10,000. They reported 1948 sales of \$13.20 per investment dollar whereas the larger firms returned \$12.30 per investment dollar.

1950 profits picture highly optimistic based on first quarter returns. At year's end may reach \$21 billions after taxes—substantially better than the \$17.2 billions for '49 and the \$19.1 billions for '47, and only slightly under the record \$21.2 billions for '48. Moreover, the better profits being achieved with less business. Industrial production index for first quarter of 1949 was 188 as compared with 182 for 1950 first quarter.

Practically only the tanners are current victims of a "profitless prosperity." For 1949 a sample group of 9 leading tanners showed profits of only 1% on sales as compared with 6.8% average for 71 major industries. Tanners can blame themselves for not resisting buyers' price pressures that slash away profits and leave only the dry skeleton of costs.

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Unions having harder time getting new members, holding old ones. Steady rise of union membership since 1933 now levelling off sharply. In some industries, recruiting at saturation point. Total union membership now at 14,000,000, 1,600,000 lower than 1947. Chief losses from CIO and independents. White-collar workers found difficult to organize. AFL now has 7.2 million dues-paying members, CIO 3.7 million. Latter is far below previous claims of 6,000,000 membership. Independent union membership at 2.7 million.

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U. S. industry and business has high financial reserves. American corporations in highly liquid position, holding \$40 billions in cash, despite spending of \$60 billions in past 4 years for new plant and equipment. Best financial condition in history of U. S. industry. In "boom" 1929, cash reserves only \$11 billions, in 1945 rose to \$43 billions, but no place to spend it.

Despite record cash reserves, spending continues cautious. Certainly no retrenching, but "sensible" spending. This is a wholesome sign of sound prosperity and solid buffer against recession. One significant note: the tanners especially are failing to get a bite of the boom and hence build good cash reserves. Good business, yes, but reservoir from accrued profits shallow.

EDITORIAL

Profitless Prosperity

A REPORT by the National City Bank of New York reveals the earnings for nine leading tanning firms in the U. S. The report covers 3,000 corporations in 71 industries. Of these 71, the tanning industry rated next to last on the list in percentage of profits earned per sales dollar. Also, they were second in greatest decrease in profits from the previous year.

These nine tanning firms—suggested as indicative of the tanning industry as a whole—earned only one percent on sales for 1949. Only one other industry reported a lower return. All groups or industries combined reported a 6.8 percent return on sales. Profits of these nine representative tanners in 1949 fell an incredible 71 percent from 1948—from \$7,389,000 after taxes to \$2,152,000. Profits on sales fell from 3.9 percent to one percent.

The Tanners Council pointing out that this collapse occurred in a year when demand for leather was good, sales were good, and consumer incomes and business activity were wholesome, aptly called the situation in the tanning industry "profitless prosperity."

It is difficult to determine whether the situation calls for a doctor or a chaplain. Because the chief cause is a state of mind more than anything else, perhaps what is most needed is a psychiatrist. Certainly the tanning mind needs to be probed. We rebel when we see or hear of poverty in the midst of plenty. We see the very same conditions here. Yet, rather than resistance we see resignation—a resignation to conditions of distress.

At the end of 1949, L&S conducted a nationwide poll of tanners, among other groups. One of the questions asked: Do you foresee your profits as higher, lower or about the same as in 1949?

To show the pessimistic resignation of the tanners, here's how they reported on the question: The calf tanners: 85 percent saw profits lower or no better than in 1949. The kid tanners: 76 saw profits the same or lower than in 1949. Side leather tanners were a bit more optimistic,

with 62 percent seeing lower profits or no change. The sole leather tanners: 71 percent seeing profits lower or no better. The sheep leather tanners: 92 percent foreseeing lower profits or no change.

Now, if 1949 tanners' profits amount to only one percent, then those foreseeing "no change" as reported in the L&S survey were resigned to another virtually profitless year. And those seeing profits as lower were evidently resigned to a deficit year in 1950—a year obviously destined to break several records in terms of incomes and general prosperity. And also, a year wherein leather demand will continue high, absorbing practically all raw stocks that can be converted into leather.

The irony behind all this is tragic. If anyone is responsible for this profitless prosperity it is the tanners themselves. They are among the world's best manufacturers of fine leathers and creators of mechanical technical efficiency in their plans. But at the same time they are among the world's poorest merchandisers of their excellent products.

What has happened to sole leather is a graphic case in point. The outside competition driving wedges into other leather fields—luggage, personal leather goods, industrial belting, handbags, upholstery, etc.—are other cases in point. And the slow but steady softening of the upper leather markets by "outside" materials is still another illustration.

But the competition most affecting the tanners is not from outsiders but from within their own ranks. Tan-

ners have paid so much attention to "the market"—to prices and supply—that they've forgotten how to sell. The "market" is the industry bible. What is overlooked is the fact that the bible also contains a new testament entitled "Selling."

There are few industries in the U. S. today that do business the way the majority of tanners do it. In these industries, few buyers start by "making an offer." They ask the price. That price is based upon costs plus a fair margin of profit. The seller knows it is ridiculous for him to consider an offer where his profit margin is sliced perilously thin or eliminated entirely. At the same time he is comforted by the knowledge that most of his competitors reason in the same fashion. Price-cutting or "special deals" occur on occasion, of course, but they are not the business habit of the industry. And the buyers, recognizing and respecting the sellers' need to make a fair profit, make no attempt to strike bargains which inflict deep wounds into the structure of fair profit.

As everyone knows, that is hardly the situation in the tanning industry. Here "competition" at times becomes absurd. Often, the ability to sell at a lower price is not based on the ability to make the product at a lower cost. Instead, the lower price is offered at the serious sacrifice of essential profit.

Of course the tanner has "reasoning" for this procedure. The common gist: If I don't sell him at his price, someone else will.

His reasoning is quite right, based on long, painful experience. As an individual he can do little or nothing, because his competitors doing business in the "traditional" way are too numerous. He must comply with their policies—and they in turn feel they must comply with his—if he is to stay in business at all, based on obtaining enough orders to keep his plant operating.

You cannot blame the buyers who are familiar with the "traditional" pattern in the tanning industry. Of course they're out to strike the best bargain. But so long as the tanners will remain resigned to the traditional "bargaining" methods, they will remain victims of low-profit, profitless or deficit operations. The tanners have set up the conditions for the disease which afflicts them. Only the tanners themselves can set up the conditions which promise a cure.

NOTICE

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Up to 100	10c each
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1,000-3,000	2½c each
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CONTENTS

FEATURES

POPULAR PRICE SHOW SPURTED BY GOOD SHOE BUSINESS OUTLOOK	20
1950 will show appreciable increase in shoe output and retail sales. With inventories low, shoe buyers expecting to be much more active in buying plans.	
WHAT'S FASHION FOR FALL?	22
Here's the Fall shoe style picture — concise and accurate, based on behind-the-fashion-scene reports.	
OFFICE LAYOUT AND DESIGN FOR A MODERN SHOE FACTORY	24
The new Florsheim factory in Chicago stands as a model of handsome interior design resulting in functional efficiency.	
LEATHER FACTS SHOE MANUFACTURERS SHOULD KNOW	29
By Lee C. McKinley Important progress has been made in leather colors and finishes. But certain realities must be faced in matters of price and supply.	
IF WE'RE TO SELL MORE SHOES . . . By Albert Wachenheim, Jr.	32
It is the manufacturer's responsibility to be up there on the firing line with the retailer. Per capita consumption of 4 pairs can be realized with better manufacturer-retailer teamwork.	
NEW DEVELOPMENTS	42

NEWS HEADLINES

- PATTERSON SEES LOWER HIDES & SKINS PRICES**—Falling demand and improved supply prospects point to lower prices in coming months, says NSMA Economist in second quarterly report.
- CZECH SHOES MUST HAVE EXTRA BONDS**—Commissioner of Customs rules additional bonds must be posted by importers before imports can be released. All imports now being held at port of entry.
- FRANCE SETS OFFICIAL CALFSKIN QUOTA AT 500 TONS FOR 6 MOS.**—Export licenses will be valid for four months and will cover half of 1950 calfskin and horsehide quota.
- MONARCH TO AUCTION MACHINERY**—Chicago tannery will sell all tanning machinery and supplies at June auction.
- DAVIS LEATHER CO. TO OPEN NEW YORK OFFICE**—New office to be known as Davis Leather, Inc.
- NEW ENGLAND SHOE OUTPUT UP 10% IN FEB.**—Shoe center again leads nation in output for month.

WEEKLY DEPARTMENTS

NEWS X-RAY	5	LEATHER MARKET	49
EDITORIAL	6	HIDES AND SKINS	55
NEWS	8	WANT ADS	57
LABOR NEWS	13	COMING EVENTS	58
SPOT NEWS	14	DEATHS	57 and 58
PERSONNEL	18	INDEX TO ADVERTISERS	58

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SECTION I

LEATHER and SHOES

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NEWS

Patterson Sees Lower Hide And Skin Prices Ahead

Falling demand, improved supply potential, point to lower price levels in next few months. Slaughter outlook appears highly favorable.

Although domestic hides will not sell this summer as low as they did last, decreased demand and improved prospects for domestic and foreign supplies point to lower levels of hide and skin prices, according to John H. Patterson, economist of the National Shoe Manufacturers Assn.

In his second quarterly survey of raw materials and markets for 1950, Patterson reported that federally inspected slaughter of cattle in March was the fourth largest on record for that month, totaling 1,082,000, although lower than the 1,102,000 of last year. For the first three months of 1950, federally inspected slaughter totaled 3,124,000 compared with 3,222,000 last year, a decline of three percent.

"Inasmuch as the cattle slaughtered in the first quarter were only 98,000 less than in the first quarter of last year, it is not unreasonable to anticipate that the marketing of . . . cattle during the next few months will more than compensate for the reduced supply available up to this time," Patterson added.

The calfskin picture was less favorable. March production, which was 586,000 federal inspected skins, was 5.3 percent under March 1949, while the three months total of 1,494,000 was 5.4 percent below the first quarter of last year.

Although inspected slaughter of sheep declined 10.9 during the first quarter, the small percentage decline of only one percent in March suggests that the decline, almost uninterrupted since 1944, has about come to an end.

Aside from a readjustment in the price of heavy and light skins, which

is normal this time of year, there has been little change during the past three months and calf and kipskin prices are only slightly higher than at this time last year. "It should be noted, however, that for calf and kipskin prices to be where they were a year ago in itself constitutes a considerable showing of strength because the prices of light native cows and other upper leather hides are about 10 percent lower than they were at this time last year," Patterson said.

Import Balance Better

Although there has been general improvement in the net import balance of all hides and skins this year, it is not clear whether this indicates a permanent change. Many of the hides imported here may be re-shipped to Europe. Others will be transshipped. In addition, European buyers are still willing to pay more for foreign rawstock than American tanners. Despite this, the more favorable import balance is an important factor in determining current hide and skin prices here.

Net import balance of cattlehides for the first two months was 428,000 compared with 69,000 last year. Calf and kip showed a net import balance of 491,000 compared with a net export balance of 8000 last year. Goat-skin imports totaled 6,676,000 compared with 5,219,000 and pickled sheepskin imports totaled 1,511,000 compared with 746,000. However, trade reports indicate few purchases during the past few months and it is unlikely that figures for later months will be as favorable.

Leather Uppers Decline

Patterson reported that production of shoes with leather uppers has been declining, although not as steeply as shoes with leather soles. During 1949, only 390 million pairs of shoes and

slippers were made with leather uppers as compared with 409 million pairs in 1948 and 422 million pairs in 1947.

"It seems not unlikely that this decline in demand, coupled with a generally satisfactory supply situation, is responsible fundamentally for the fact that hide prices are somewhat lower than they were a year ago," he added.

Also, in 1947 men's dress shoe output totaled 84.8 million pairs with 21.8 million pairs of men's work shoes bringing the total to 106.2 million pairs. In 1948 there were 77.3 million pairs of dress shoes and 27.4 million pairs of work shoes, bringing the total to 104.7 million. This fell to 71.3 million pairs dress and 25.8 million pairs work shoes in 1949, making a total of 97.1 million pairs. This decline has lessened the demand for calf and kips.

Czech Shoes Now Require Extra Bonds

The Commissioner of Customs has ruled that additional bonds are now required on all Czechoslovakian-made shoes before they can be released from bond, according to a report received this week by the New England Shoe and Leather Assn. The Association has conducted a vigorous campaign against "dumping" of these shoes on the American market and demanded an official investigation.

All U. S. Customs offices have now been ordered to withhold appraisals of all incoming Czech shoes. The orders were issued in accordance with provisions of the Anti-Dumping Act of 1921.

In a report to members this week, Maxwell Field, executive vice president of NESLA, said that the Commissioner of Customs stated "that the U. S. Appraiser of Merchandise in New York was instructed to issue Notices of Withheld Appraisal to importers, in accordance with provisions of the Anti-Dumping Act of 1921. He also indicated that additional bonds were being required in connection with these Czechoslovakian-made shoes held at the port of entry, as well as on future imports of shoes of this type."

"In the opinion of many Association members," Field concluded, "this requirement of additional bonds will go far to deter further imports of these shoes." No mention was made of the amount of additional bond required.

France Sets Calfskin Quota At 500 Tons for 6 Months

The French Government has established an official quota of 500 tons of calfskins and 300 tons of horsehides for export to the U. S. during the first six months of 1950, according to a report this week by the Office of International Trade, Dept. of Commerce.

The French export licenses will be valid for four months, and license applications will be received for a period of 20 days after April 22, the date the official announcement was published in the French Official Journal, the OIT stated.

License applications under the quota must be accompanied by: (a) Purchase orders from an American importer, who may be either a tanner or a dealer buying on behalf of a tanner, (b) Two copies of pro forma invoices established in the name of the utilizing tanner, (c) Exact description of the merchandise, and (d) The unit price in francs per piece, first quality, CIF.

Prices for the skins may be freely arrived at between buyers and sellers, but must be approved by the French Government, according to the quota announcement. After the period for accepting license applications has expired, the applications will be examined for the purpose of allocating the total quota.

Licenses which are granted may be considered for renewal, according to the announcement, and 15 days after the expiration of the validity of their licenses, French exporters are to inform the French Government of the quantities of skins actually exported to the U. S.

Prices Firm, Orders Fair At St. Louis Fall Showing

Shoe prices at the St. Louis Fall Showing held April 23-27 were firm with some lines up slightly. This was the general rule at the annual show sponsored by the St. Louis Shoe Manufacturers Assn.

Nearly 3000 buyers and visitors flocked to the five-day showing where more than 100 manufacturers displayed approximately 9000 shoe models for Fall in addition to displays by members of the allied trades.

Increases were reported mostly on calfskin shoes, although not enough to cause a markup in retail prices, according to various manufacturers. Few price cuts were made. The overall effect, according to manufacturers, would not affect retail prices this Fall, except to hold them at present levels.

Some quality shoe prices were reduced slightly in order to meet competition.

Color was apparently a big thing—stressed far more than in previous Fall showings. After the usual black, wine was regarded as a leading color. Surprisingly, few blues were shown because the popularity of this color, so strong the past few seasons, is beginning to fall off. Suede is apparently the only material that is getting a good play in blue. Other than wines, greens, browns and tans are getting a big play in most materials.

Luncheon Meeting

Speakers at the luncheon held April 24 were Albert Wachenheim, Jr., president of the National Shoe Retailers Assn., and Imperial Shoe Store, Inc., New Orleans, La.; Lee C. McKinley, general manager of the upper leather department of International Shoe Co., St. Louis; and Marjorie Wilten, fashion-merchandising counsel and advertising executive.

Wachenheim charged that both manufacturers and retailers were losing consumer sales and dollars because they had failed to follow through in the promotion of their shoes. He said a better cooperative selling job could bring about a per capita consumption of four pairs annually, and an annual production of close to 600 million pairs.

McKinley foresaw leather prices holding their present levels at least for the rest of 1950. There is little chance of any reduction since raw materials are extremely tight in supply and tanners cannot possibly take any further loss in profits. He emphasized the balance of supply and demand in hides and skins existing in the market today.

The International executive said the industry could look forward to great strides in dyeing and tanning within the next few years.

Miss Wilten stressed the important role of fashion and showmanship in the advertising and promotion of shoes. Speaking before some 400 persons, she declared that women buy glamour, not footwear. "Sell the sizzle, not the steak," she said. Tell them how glamorous the shoe will look on their foot, not that they have to wear shoes, so it might as well be the one you are showing them.

At the banquet attended by 1500 members and guests in both the Starlight Roof and Chase Club of the Hotel Chase, prizes of \$50 each were awarded Miss Judy Berland of Chicago and Miss Lucille Strippgen of St. Louis, students at Washington University Art School, who designed

the best high heel and low heel shoes respectively in a contest sponsored by the St. Louis Shoe Manufacturers Assn.

Davis Leather Co. To Open New York Office

Davis Leather Co., Ltd., of Newmarket, Ontario, Canada, largest calfskin tanner in the British Empire, has announced it will open an office at Two Park Ave., New York City, on May 15. The New York office will handle the firm's business in the U. S. and will be known as Davis Leather, Inc.

R. A. Brea, the firm's exclusive export distributor to Mexico, Cuba, and Central and South America for some 20 years, will be in charge of the new office. Davis Leather Co. manufactures the well-known Baby Calf and Dominion Calf for women's high-grade shoes.

Monarch Leather Co. To Auction Machinery

Monarch Leather Co., Chicago side leather and splits tanner, has announced that all tanning machinery and supplies will be sold at auction on June 6-7 at its plant on 1127 West Division St., Chicago. The auction will be conducted by Henry S. Anthony & Co., Lowell, Mass., and Michael Tauber & Co., Chicago.

Although Monarch has not officially announced that it is going out of business, vice president William B. Eisendrath admitted this week that the company has ceased tanning operations "indefinitely." Both the Boston and New York sales offices have been closed for several weeks.

Inspection of tanning machinery and supplies to be auctioned off can be made at the plant at any time before the auction date.

Pratt Institute Opens New One-Year Course

Pratt Institute School of Leather and Tanning Technology, Brooklyn, N. Y., has announced that a special one-year course in Tanning Technology is available to college graduates meeting requirements for advanced standing in all subjects of the curricula except Tanning Technology. This applies particularly to men who have had at least three years in Chemical Engineering at a recognized institution.

A. W. Goetz, director, reports that several finishing concerns are now participating in a series of lectures

and demonstrations, which are part of the leather finishing program. The following will participate H. Schreiber, Apex Chemical Co.—grain calf; A. J. Pilar, A. J. & J. O. Pilar—glazed kid and sheep lining; Dr. R. Shaw, Rohm & Haas Co.—upholstery, grain and buffs, sheep and horse garment; F. Hilterhaus, Newark Leather Finish Co.—side leather; and L. J. Been, Chemical Coating Materials Co.—glove leather.

On April 26, the thirty members of the graduating class were guests at Jacques Wolf & Co., Passaic, N. Y., where they witnessed the manufacture of important tannery chemicals.

Feb. N. E. Output Up 10%

Shoe output in New England during Feb. totaled 13,031,000 pairs, a gain of 10.2 percent over Feb., 1949, the New England Shoe and Leather Assn. reports. New England shoe factories again led the nation's shoe producing centers in output for the month with total U. S. production amounting to 39,270,000 pairs, a gain of six percent over the same month last year.

During Feb., Massachusetts showed a gain of 9.7 percent in output; New Hampshire output rose 8.9 percent and Maine production was up 13.4 percent. Value of shoe shipments from New England as a whole during Feb. totaled \$43,993,000, a per pair average value of \$3.36.

Massachusetts led all other states in shoe output during the month with a total pairage of 7,018,000 pairs. New York state was second with 6,204,000 pairs. For the first two months of 1950, New England led the nation with an output of 25,775,000 pairs, an increase of 10 percent over last year as compared with an increase of five percent in total U. S. output for the period.

Endicott-Johnson Wins QM Safety Shoe Award

The New York Quartermaster Procurement Agency has awarded Endicott-Johnson Corp., Endicott, N. Y., contract on QM-30-280-50-676 covering a total of 6,372 pairs of black shoes with safety toe and oil resistant sole. The award was made on the following basis: Item 1—5,460 pairs (tariff sizes) at \$5.45 per pair, and Item 2—912 pairs (supplemental sizes) at \$6.695 per pair. Procurement is for the Air Force.

Abig, Carney Elected To Rueping Co. Board

Alex Abig and Frank Carney, veteran employees of the Fred Rueping Leather Co., Fond du Lac, Wis., and well known in the leather trade for many years, have been named to fill vacancies in the company's board of directors. The appointments were made at a meeting of the board held April 25.



Alex Abig

Abig, who was recently assigned the task of overseeing the new Rueping tannage, first joined the firm in 1929 as a member of the hide department. He was named foreman of the staking department in 1939 and five years later, became assistant to the superintendent of processes. He is a member of the American Leather Chemists Assn. and a former officer

of the Tanners Production Club of Wisconsin.

Carney, past president of the Wisconsin Industrial Training Directors Assn. and a member of the American Society of Training Directors, has been associated with Rueping since 1922. In April 1945, he was named superintendent of personnel. Under his guidance, the Rueping employe program has won industry-wide attention in the field of human relations.



Frank Carney

F. J. Rueping continues as chairman of the board with C. F. Van Pelt as president. Other officers are F. E. Rueping, vice president and plant manager; W. H. Rueping, vice president and superintendent of processes; F. W. Chadbourne, secretary-treasurer; and N. L. Adams, director and sales consultant.

Few Changes In Leather Industry For 1st Quarter

Only "slight changes" were recorded in the position of leather, its raw materials and finished products during the first quarter of 1950, according to the latest analysis of the leather situation by the Office of Domestic Commerce.

Due to budgetary problems, the ODC has discontinued its familiar quarterly Leather Industry Report and is now publishing a one-sheet summary of current conditions.

Higher net imports offset declines in domestic production so that available supply of hides and skins was somewhat higher in the early months of 1950, the Dept. reports. Leather sales were slightly lower but expectations were for greater volume as the weather improved.

Price continued to be an important factor in determining leather sales

while demand for footwear was fair with much of the Easter seasonal business held up until the first week in April. Stocks of shoes in the hands of retailers are being held at low levels by cautious purchasing.

"Hides and Skins—Available hide and skin supplies during the first quarter of the present year were greater than a year ago, despite the decline in domestic production. Reductions in domestic hides and skins produced ranged from three percent in cattle hides to almost 11 percent in sheep and lamb skins. Favorable import balances in our foreign trade in these raw materials during the first quarter of 1950 more than offset declines in domestic production . . . net imports of these products increased substantially in the first quarter of this year compared with the similar period of 1949. Although a few of the types doubled in quantity in the early months, the total

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Gives better flex life, higher elongation . . .

Gives better abrasion resistance.

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Good-rite Resin 50 is first in a series of new resins for rubber compounding. It is made as a white, free-flowing powder. It can be compounded in a broad range of sales-attracting colors.

Resin 50 provides a positive reinforcement for rubber compounds, makes them more easily handled because it acts as a plasticizer at processing tempera-

tures. Quality products in any hardness range can be obtained. Typical uses are in shoe soling compounds, floor tiling — many more are possible.

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May 6, 1950—LEATHER and SHOES

11



Newly Appointed

... as manager of the Chicago-Milwaukee district for Compo Shoe Machinery Corp., Boston, is Wood Frazier. He replaces Edward Ott, who recently became assistant general superintendent at Albert H. Weinbrenner Co., Milwaukee. Frazier has been a Compo representative in both the St. Louis and Ohio territories, and has been located in the Tennessee area since 1947. He is a specialist in cemented shoe technique. Before joining Compo, he was associated with Brown Shoe Co., Sport Specialty Shoe Co., and J. P. Smith Shoe Co.

supply is only slightly greater than the demand. Lack of a more favorable profit margin between hides and leather prices offers no inducement to tanners to purchase more hides than actually required and the poorer quality of the winter hides does not encourage increased demands, especially with the prospect of better qualities in the near future.

"Leather"—Sales of leather during the first quarter of the present year were considered as only being fair by the trade. Tanners generally complained that they were in the center of a price squeeze as far as prices were concerned. Mainly because of this situation, tanners were gauging their production operations very close to the volume of new business they were receiving. Lower priced leathers continued to comprise the largest share of the business transacted during the early months of this year, with buyers doing considerable shopping before placing firm orders. Reports from tanning centers indicate that many of the leather producers are now holding to their list price in order to assure reasonable profit margins.

"Shoes"—Retail shoe sales held up fairly well during the first quarter of this year and actual trade was only slightly under that of a year ago. Climatic conditions were partly re-

sponsible for this situation in some parts of the country and delayed consumer purchasing for the Easter season in other areas was also an important factor. Production of footwear was quite favorable and estimates indicate that the output for the first 3 months of 1950 was slightly higher than during the same period of last year. Trade reports advise that further increases were recorded in the manufacture of women's casual shoes in the lower priced lines. It is believed that the inventory position is very good with retailers' inventories lower than for some time past. Retailers are being very cautious in their purchases not wanting to accumulate too large an inventory."

Schultz Heads ALCA Group On Vegetable Leather

G. Walter Schultz, long prominent in the field of vegetable tanning, has been named chairman of the American Leather Chemists Assn. Committee on Vegetable Tanned Leathers. The appointment fills one of seven key chairmanships in the new streamlined setup of ALCA's Technical Committees.

Schultz was associated with U. S. Leather Co. for many years before opening his own tannery in the Orient. When his Chinese properties were confiscated by the Japanese during the past war, he returned to

the U. S. and joined the Elkland Leather Co., Elkland, Pa. He soon established himself as a standout technical authority in the leather field, introducing many leather-handling devices into the tannery.

Along with Adolph Schubert, president of Eisendrath Tanning Co., he represented the tanning industry on a government-sponsored survey of European tanneries and allied industries. The Schultz-Schubert report is now regarded as an authoritative summary of conditions in the German leather field. He is a member of the Quartermaster General's Advisory Board on Leather and the National Research Council's Subcommittee on Leather Research.

As chairman of the Committee on Vegetable Tanned Leather for 1950-53, he will select committees to study various phases of all vegetable leather problems coming before ALCA. These will include chemical problems relative to the analysis and testing of vegetable leather and its raw materials, and substitute and replacement tannages intended to produce a vegetable-type leather.

Set Allied Show Sept. 5-7

The advisory committee of the Allied Shoe Products and Style Exhibit reports that the Spring Showing by the Allied Trades group has been scheduled for Sept. 5-7 at the Hotel Belmont Plaza, New York City.

COMPARATIVE LEATHER PRODUCTION FIGURES

CATTLEHIDE LEATHERS

(In 1,000 hides)

	Total Cattle Hides	Sole	Upper	Belt, Harness Mechan- cal Sad- dery	Bag Case, Strap	Uphol- stery	All Others**
1939	22095	7833	12124	531	477	387	510
1940	21070	7032	11582	675	524	382	601
1941	28121	9080	15600	1064	650	581	699
1942	30828	10432	15598	1213	637	936	386
1943	25656	8290	13073	1292	632	800	231
1944	26152	8420	13002	1439	613	829	232
1945	27566	8525	14567	1324	558	572	272
1946	26905	8510	14057	1158	510	827	378
1947	28824	8924	15829	1134	440	813	529
1948	26070	8016	14213	1004	270	760	594
1949	23394	6384	13771	754	227	699	461
1950—							
Jan.	1880	492	1124	50	14	60	48
Feb.	1955	528	1152	52	15	62	50

**Data from 1942 forward not directly comparable with previous data.

CALF, KIP, GOAT, KID, SHEEP AND LAMB LEATHERS

(In 1,000 hides)

	Calf, Kip	Goat, Kid	Total Sheep, Lamb	Sheep Leathers Glove, Gar- ment	Shoe	Shear- ings	All Others
1939	14027	40419	38914	18420	11604	2563	6327
1940	11387	37697	37920	17725	9966	3322	6907
1941	13098	45373	51915	22542	14166	5779	9428
1942	12264	41127	53629	19459	14983	9596	9501
1943	11112	37351	59315	20415	15474	11210	12216
1944	10930	34653	53976	20370	15040	6690	11876
1945	11636	24026	52450	17294	17153	6506	11495
1946	10836	24123	47999	15781	13340	9923	8918
1947	12471	37188	38535	11265	12498	5409	7363
1948	10480	37970	33492	10419	11392	4993	6688
1949	10173	34687	28555	8386	10869	4498	5768
1950—							
Jan.	927	3016	2193	552	815	338	488
Feb.	885	2960	2675	860	934	376	505

LABOR NEWS

Glove Workers Reject Cost-of-Living Cut

Members of Local 292, Layers-Off union in Fulton County, N. Y., voted this week to reject a 15 percent cost-of-living payroll reduction proposed by James H. Casey, executive secretary of the National Assn. of Leather Glove Manufacturers. Elimination of the cost-of-living provision of the basic wage structure was asked because of poor business conditions, according to Casey, who also asked that fringe pay in certain shops be eliminated.

Contract negotiations between the Association and the Consolidated Cutters and Shavers Union and the Operators and Day Hands Branch, Glove Workers Union of Fulton County, are continuing. The Layer-Off Union is also negotiating for a new contract to replace the old one which expired March 31. Close to 5500 glove workers are affected, with work continuing during negotiations.

Approve Anti-Injunction Bill

Republican and Democrat Senators in Massachusetts joined forces last week to approve an anti-injunction bill curbing court intervention in labor disputes. The vote was 24-13 in favor of the bill, which defines lawful and unlawful labor disputes,

allows certain types of secondary boycotts, and legalizes peaceful picketing.

Most important feature of the bill is a provision requiring an employer seeking a temporary restraining order to notify the union he is doing so. Before the restraining order is issued, a hearing with both sides present must be held.

Strike Hits Desco Plant

Production at the Long Island City plant of Desco Shoe Corp., manufacturers of women's playshoes, halted last week when close to 200 production workers struck over a wage dispute. The company had been negotiating a new 1950-51 contract when the walkout took place.

Officials of Joint Council No. 13, United Shoe Workers of America, CIO, worker bargaining agent, claimed that Desco had violated an agreement in effect with the National Assn. of Slipper & Playshoe Manufacturers, of which Desco is a member.

Baxendale Votes Union Shop

Employees of the Baxendale Cut Sole Co., Brockton, Mass. voted in favor of a union shop this week by a vote of 13-2. The election was supervised by G. E. Byford, National Labor Relations Board examiner.

Set Election At Judge Leather

Production employees of Judge Leather Co., Inc., Danvers, Mass., upper leather tanner, will vote for representation by either International Fur & Leather Workers Union, CIO, or United Leather Workers, AFL, at an NLRB-conducted election. The election must be held by May 18, according to an NLRB order.

Charge Tanner Unfair

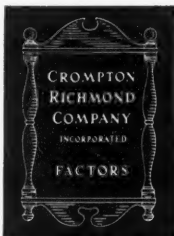
Local 1712, United Tannery Workers Union, CIO, has filed charges of unfair labor practices against Hagaman Mfg. Co., subsidiary of Wood & Hyde Co., Gloversville, N. Y. Peter Aversa, CIO field representative, said that the charges would specifically cite intimidation and coercion of employees and interference with the union's efforts to organize the horsehide tannery.

Aversa added that the union had informed Hagaman officials that it wished recognition as worker bargaining agent since it claimed a majority of workers as members. If this was not granted, the union will petition the NLRB for a bargaining agent election, he declared.

Name New USWA Director

Emerson Pence, an organizer in Ohio for the United Shoe Workers of America, CIO, was sworn in this week as the new Territory Five representative of the national shoe union, succeeding the late Julius Crane who died last Jan. Pence will serve in Northern Illinois, Michigan, Wisconsin, Minnesota and Ohio.

TWO OUT OF THREE



Cash, receivables, inventory — these are usually the essence of all-important quick assets. Yet two out of three are subject to shrinkage that can radically change the assets-liabilities ratio and the credit status of a business, as well.

Crompton Factoring Service sweetens the quick assets picture — by converting receivables quickly into cash. This flow of additional working capital sustains credit—maximum productivity—planned operation—a sounder inventory position.

Crompton financing experience — that of an organization founded in 1807 — demonstrates that the well financed supplier is less vulnerable. He turns over inventory faster. He keys production to demand. He does a better job of capital turnover.

The Human Factor

CROMPTON-RICHMOND CO., INC.

1071 Avenue of the Americas, New York 18, N. Y.

U. S. Shoe Exports Fell 1 Million Pairs In 1949

Exports of American boots and shoes in 1949 were only 1.1 percent of production, as compared to 1.4% in 1948, the Commerce Department reveals in a statistical study of the "importance of exports markets to U. S. producers," in the April 24 issue of *Foreign Commerce News*.

Production figures given on boots and shoes were: 371,519,000 pairs in 1929, 435,258,000 in 1939, 461,673,000 in 1948, and 454,117,000 in 1949. Total exports for these four

selected years respectively were 4,807,000; 3,066,000; 6,278,000; and 5,134,000 pairs.

As to cattle hides, production of 19,883,000 in 1949 was compared to the export of 1,103,000 hides, about 5.5% of production. Comparable percentages for other years were: 1.8% in 1948, 3.2% in 1939, and 4.3% in 1929.

Total calf and kip skins exported totaled 949,000 pieces or 8.9% of 1949 production of 10,676,000 pieces. The exports for 1948 were 9.3% of production.

Census Bureau Reports Shoe Output Up In Feb.

Shoe output during Feb. totaled 39 million pairs, a gain of 1.5 percent over Jan. and 5.9 percent greater than the Feb. 1949 output of 37 million pairs, the Bureau of the Census reported this week.

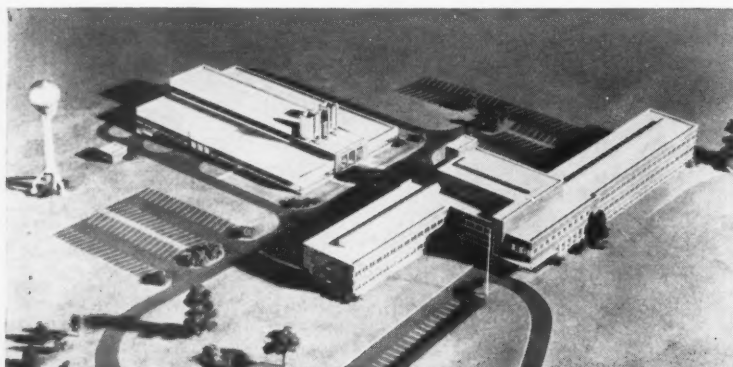
Women's shoes, sandals and playshoes produced in Feb. totaled 18.7 million pairs, four percent more than Jan. output of 18 million pairs and nine percent more than the 17.2 million pairs turned out in Feb. a year ago. Sandal and playshoe output, 5.9

million pairs in Feb., 5.9 million pairs in Jan., and 5.6 million pairs in Feb., 1949, approximately one-third of the output of women's shoes, sandals and playshoes in each of these months.

Slippers for housewear totaled 2.6 million pairs in Feb., 2.4 million pairs in Jan., and 2.5 million pairs in Feb., 1949. Feb. shipments of 39.3 million pairs were valued at \$138 million, an average value per pair shipped on \$3.52. Average value per pair shipped in Jan. was \$3.51 and in Feb., 1949, it was \$3.68. Following are comparative figures:

Kind of footwear	Production (thousands of pairs)			Percent of change February 1950 compared with	
	February 1950 (preliminary)	Jan. 1950 (revised)	February 1949	January 1950	February 1949
Shoes and slippers, total	39,270	38,696	37,089	1.5	5.9
Shoes, sandals, and playshoes	36,231	35,822	34,180	1.1	6.0
Men's	7,980	8,148	8,141	-2.1	-2.0
Youths' and boys'	1,204	1,207	1,077	-0.3	11.8
Women's	18,723	17,974	17,151	4.2	9.2
Misses'	2,663	2,670	2,389	-0.3	11.5
Children's	2,448	2,464	2,240	-0.7	9.3
Infants'	2,155	2,268	2,070	-5.0	4.1
Babies'	1,058	1,091	1,112	-3.0	-4.9
Slippers for housewear	2,558	2,425	2,497	5.5	2.4
Athletic	247	220	227	12.3	8.8
Other footwear	234	229	185	2.2	26.5

Minus sign (—) denotes decrease.



Model Laboratories

... are depicted in this working model of the new Armstrong Cork Co. research laboratories to be constructed at Lancaster, Pa. The new research buildings will be built on a 40-acre site near Lancaster and will include the latest developments in industrial research, design and equipment. The main research building will be of two- and three story brick and steel construction. In addition to the main building, a large single-story pilot plant, smaller pilot plants, and a boiler house will be built. Construction is to be started at once.

SPOT News

California

● Tentative agreement for the purchase of the **Gallenkamp** chain of 80 shoe stores in California by the **Shoe Corp. of America** has been announced in San Francisco by Morris Lowenthal, attorney for the \$2 million Albert A. Gallenkamp estate. The Shoe Corp. already operates 325 stores in 32 states. The elder Gallenkamp died in 1945 and a court battle for his estate has since been waged between his son, Albert A. Gallenkamp, Jr., and his widow, Mrs. Helen Gallenkamp Cairns.

● **Brandson Boot Co.**, recently opened in North Hollywood to manufacture cowboy boots. Richard A. Thompson is owner. The address is 6909 Lankershim Blvd.

Missouri

● **Deb Shoe Co.**, St. Louis, is reported to have purchased the Washington plant of **Kane, Dunham & Kraus, Inc.**, for a reputed \$131,250. Stockholders of Kane, Dunham & Kraus, women's shoe manufacturer, are scheduled on May 8 to vote to liquidate the company. Purchase of the 46,000 sq. ft. plant will provide Deb with space for an additional output of 3000 pairs of women's shoes daily, bringing total production to 5200 pairs per day. Some 250 workers will be employed at the plant in the first year, scheduled to begin about June 1.

● The corporate name of **Victory Shoe Co.**, St. Louis, has been changed to **Heydays Shoes Inc.** Heydays is the name of the women's shoes produced by the firm. Officers, mode of operation and location at 2032 Locust St. remain unchanged. Officers are E. W. Morris, president; J. T. Tegeler, vice president; James S. Legg, vice president in charge of sales; and W. J. Scharr, secretary.

Maryland

● **Slipperdoodle Co.** has been formed in Baltimore to manufacture slip-lasted slippers and rubber footwear retailing at \$2.98. Characters on the "Howdy-Doody" television program will be used. Principals are Victor Smith and Milton, Edward and Al Madow. Production in a plant in Boston will begin about June 15.

Illinois

● **United Footwear Co.**, Chicago, has made an assignment for the benefit of creditors to John F. Cook of Chicago. The company has a plant in Gerald, Mo. Liabilities are estimated at \$25,000 with assets not yet determined.

● **Sovereign Mfg. Co.**, Chicago sportswear manufacturer, is reported



HOW L. V. MARKS & SONS USE CUSHION CORK to add extra resilience to their Aerotized Shoes

* In the illustration above, you can see how L. V. Marks & Sons, Cincinnati, Ohio, use Armstrong's Cushion Cork® to give their Aerotized shoes extra resilience and greater flexibility.

In this shoe, a pad of extra soft Cushion Cork is die-cut into the insole, under their patented process (U. S. Pat. No. 2207437). This resilient cushion supports the ball of the foot and makes a restful and exceptionally comfortable shoe.

The Armstrong's Cushion Cork used in Aerotized shoes is an especially soft type made of top-quality

cork particles and a light sponged binder. Feather-soft and flexible, it gives the wearer the luxurious feeling of walking on soft, springy turf. Its deep comfort lasts as long as the shoe itself because Cushion Cork won't creep, bunch, or mat down.

Whether used as a die-cut insert, filler, or platform, Cushion Cork adds real comfort to any shoe. Test it in your shoes and feel the difference. Call your Armstrong representative today for working samples or write Armstrong Cork Co., 8805 Arch St., Lancaster, Penna. Available for export.



ARMSTRONG'S SHOE PRODUCTS

BOX TOE MATERIALS • FLEXICORK • FILLERS • CUSHION CORK • CORK COMPOSITION

in Chapter XI bankruptcy proceedings. Referee has mailed a letter outlining a modification of arrangement to creditors. Modification proposes that upon confirmation of the plan, 20 percent cash be paid unsecured creditors.

● The 4th National Materials Handling Exposition will be held in the International Amphitheatre, Chicago, April 30-May 4, 1951. The Materials Handling Institute will sponsor the exposition.

Pennsylvania

● Boot and Shoe Workers Union will exhibit the latest in footwear at the 5th AFL Union Industries Show to be held May 6-13 in Philadelphia.

Massachusetts

● Henry Shoe Mfg. Co. has launched operations at 51 Canal St., Salem, in the former Stanley Shoe Co. plant. Paul Eisenberg is president of the firm which will manufacture California process children's shoes.

● American Hide and Leather Co., Boston, has declared a quarterly dividend of 75 cents per share for the period ending June 30 on outstanding shares of six percent cumulative preferred stock, payable June 12 to holders of record on June 1. The company reports an operating profit of \$496,542 after federal income taxes for the nine months ended March 31, 1950. This compares with a profit of \$607,397 for the same period last year.

● J. M. Read, vice president of Gregory & Read Co., Lynn manufacturer of women's cement process footwear, reports that the company is disposing of its factory and equipment but there is no present intention of liquidating the corporation. Read said plans are under consideration to set up a new plant to manufacture shoes of the same type.

● Elco Shoes, Inc., has been organized to manufacture footwear in Boston. Officers are Louis W. Cohen, president; Elliot Fleisher, vice president and assistant treasurer, Kolman Fleisher, treasurer, Emanuel Kurland, clerk, and Lester H. Tobin, treasurer.

● Leo J. Selyea, formerly sales representative for Ben W. Seidel & Co., Boston hide broker and importer-exporter, has opened his own hide and skin brokerage at 111 Lincoln St. The new firm will also act as a hide and skin importer-exporter. Selyea has been active in the trade around Boston for more than two decades.

● Gill Leather Co. will open a new tannery at Caguas, Puerto Rico, according to John Gill, president of the Salem firm. The new plant, to be called Gill Leather Co. of Puerto Rico, will tan some 500 dozen sheepskins and 250 dozen calfskins daily. The firm has a tannery in Bucksport, Me., with general offices in Salem.

● Disposition of Advance Tanning Co., Peabody, has not yet been determined by Federal Machine Co., tannery equipment manufacturer, which recently purchased the plant at auction for \$26,500. Advance formerly tanned splits for Colonial Tanning Co. but has been shut down for the past two years. Trade sources claim Roberts Leather Co., Boston wholesaler, may operate and possibly buy the tannery, by agreement with Federal Machine Co.

● Burkside Leather Co., Inc., 11 Central St., South Easton, has changed its name to Burkside, Inc. John F. Conlon is president and treasurer of the firm.

New York City

● John Winter & Sons, Inc., New York City, has been named U. S. sales representative for Newmann's Slippers, Ltd., British shoe firm.

● Julliard Co., makers of fine textiles and fabrics, has appointed J. M. Perkins Co., New York City, as distributor for the shoe trade. The firm is located at the Marbridge Bldg.

● Bankruptcy petition has been filed in New York City against Puritan Handbags, Inc., by the Admiration Co. Puritan has been assigned to George F. Reid.

● Schwartz & Benjamin, New York manufacturer of women's cemented shoes, have announced a new line of Customcraft Originals to retail from \$12.95 to \$18.95. These prices include all patterns except those in reptile leathers.

● I. J. Simon Shoe Co., New York City footwear wholesaler, has been moved to 8 Thomas St. The firm was formerly located at 123 Duane St.

● Sabin Shoe Co., Inc., New York City importers and wholesalers of footwear, has been removed from 93 Reade St. to 101 Duane St.

● A motion dismissing an involuntary petition in bankruptcy filed against Starlet Footwear Co., New York City, in Feb. has been dismissed by Federal Judge Harold S. Medina. Counsel for the firm maintained that the firm is a copartnership operated by four individuals, thus making petition filed against the company defective.

● Marshall, Meadows & Stewart, makers of welt dress and sports shoes, has expanded its offices in the Marbridge Bldg., New York City.

● I. Miller & Sons, Inc., Long Island City, has reduced its entire line from 50 cents to \$1 at wholesale, effective April 17 on shipments from stock and on May 1 on all deliveries. According to Irving E. Grossman, executive head of the firm's wholesale manufacturing division, Miller has effected new production economies and is willing to take a lower markup.

● Central Slipper Co., New York City slipper manufacturer with factory at Wilkes-Barre, Pa., has leased space in the Keller-Dorian Bldg., Fair Lawn, N. J., where it will operate a branch factory. Previous capacity was 20,000 pairs daily.

● Gravlin-Bale Ltd., Toronto, Ont., has made a bulk-sale of its in-stock trade and certain machinery to T. Sisman Shoe Co., Ltd., Aurora, Ont. Trustee has been appointed to receive purchase money and distribute it pro rata among creditors of Gravlin-Bale, Ltd.

● Specifications of objections to discharge from bankruptcy of Richard Greene Shoe Co., Brooklyn, have been filed by trustee, it is reported.

● Fleming-Joffe, Ltd., New York City reptile tanner, is currently introducing Shadow Lizards in new Shadow colors. The lizards are especially adaptable to draped and pleated effects in dressy footwear and handbags. An undertone of white with deep, contrasting overtone of color gives the shadow effect.

Minnesota

● Clinton Foods Inc. has moved its Minneapolis office to 705-707 Palace Bldg. John Raasche is manager. Warehouse facilities are still located at 3200 Snelling Ave.

Guatemala

● The Guatemalan Govt. has suspended imports of all foreign-made shoes while authorizing price-fixing for domestic-made shoes. Imports of types not made in the country will continue.

Israel

● Mikulinsky, Ltd., Tel Aviv shoe manufacturer, will export men's shoes to the U. S., it is reported. Exports will begin in time for Fall display with original orders totaling 4000 pairs. Retail price is about \$25.



CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S. INC.

WILMINGTON 99, DELAWARE



Counter Pasting Adhesives
Timed to meet your
 production schedule!

Counter adhesives should hold temper through the side lasting operation and be thoroughly dry when lasts are pulled.

Typical of adhesives that meet specific needs are Hub Paste 842 (for those who prefer paste), Hub Adhesive 1125 (a blend of paste and latex) and Be Be Tex Cement 808 (latex type). 842 is designed to meet general requirements for Welt work, when lasts are *not pulled the same day*. 808 is recommended where lasts are *pulled the same day*.

There are at least ten other **USMC** adhesives and pastes to choose from to meet a wide range of

counter pasting requirements. Information about more than 50 other general purpose shoemaking cements can be obtained from your United man.

USMC ADHESIVES

BE BE TEX CEMENTS
BE BE BOND CEMENTS
 PRODUCTS OF B B CHEMICAL CO.

HUB ADHESIVES
HUB PASTES
HUB-TRIDENT GLUES

UNITED SHOE MACHINERY CORPORATION
 BOSTON, MASSACHUSETTS

TV Star Commentator At PPSSA Fashion Show

Arlene Francis, popular television and radio star, has been named to deliver the commentary at the Fashion Show to be staged at the Hotel New Yorker May 15 during the Popular Price Shoe Show of America. Miss Francis is currently mistress of ceremonies on "Blind Date," a TV show sponsored by the makers of Esquire Shoe Polish.

The PPSSA Fashion Show, sponsored jointly by the New England Shoe and Leather Ass'n. and the National Ass'n. of Shoe Chain Stores, will present a one-hour preview of important style trends in men's, women's and children's volume shoes for Fall. Some 20 professional models will wear fall clothing, accessories and shoes on the show runway. In addition, the PPSSA Pediscope will project on a screen full color pictures of the footwear while it is being modeled.

The show will be held at 2:00 p.m. in the grand ballroom of the New Yorker. Tickets of admission will be available at PPSSA registration desks.



Promoted

... to the position of manager of market research for The Dow Chemical Co., Midland, Mich., is Parker Frisselle. A member of the sales department since 1943, Frisselle has worked in Technical Service and Development at Midland since 1945. The latter department has included all market research activities until now. Under the new setup headed by Frisselle, market research as an independent group directly responsible to sales management will be given much greater emphasis.



"I'M A SHOE MANUFACTURER AND EVERYONE IN MY DREAMS GOES BAREFOOT."

PERSONNEL

▲ **Ronnie Mermelstein**, former sales manager of the Samuels Shoe Co.'s New York office, has been named West Coast Representative for Sherry Shoemakers, Inc., Boston. He will cover Texas and the territory west of Denver.

▲ **John J. Morrissey**, formerly with Frederick Atkins, Inc., has been appointed Metropolitan sales representative for the Styl-eez line manufactured by Selby Shoe Co., Portsmouth, O. Morrissey succeeds O. F. Price, recently named Eastern sales manager for all Selby lines.

▲ **Samuel Bender**, previously associated with Foremost Shoe Co., Brooklyn, has joined the newly-formed Elias & Bender, Inc., New York City manufacturer of women's high style shoes.

▲ **Murray Waldfogel**, former buyer of slippers, casuals and rubber footwear for the New York Felsway Shoe Corp., has been appointed to a similar position by Kitty Kelly Shoes, Inc., shoe chain.

▲ **Dunn & McCarthy, Inc.**, Auburn, N. Y., shoe manufacturer, has appointed six new sales representatives for its Enna Jettick and Heel Hugger lines. **Art Bryant** will cover northern California, Nevada and Hawaii. **Nat Berg** will handle the New York area. **Jack Buchanan** will cover Delaware, Maryland, the District of Columbia and Eastern Pennsylvania. **Ralph S. Rowley** will sell all of New York State except New York City. **Otto Reiter** is in New Jersey and **Jimmy Ryan** handles California, Washington, Oregon, Idaho and Wyoming.

▲ **Ray L. Seaman** has been named to the sales executive staff of Freeman Shoe Corp., Beloit, Wis. Seaman was formerly treasurer of Florsheim Shoe Co., Chicago, until 1946 when he left to enter his own business.

▲ **Harold Stewart** will handle the New Castle and Quaker City divisions of Allied Kid Co. in Chicago, Milwaukee and the Northwest. He succeeds the late Nicholas Felten.

▲ **Laurence F. Whittemore** has been re-elected president of the Brown Co., Berlin, N. H., manufacturer of pulpwood and other products, including shoe innersoles. **E. H. Maling**, formerly vice president in charge of finance and treasurer, was re-elected vice president, while **H. G. Brush** was named a vice president and treasurer.

▲ **Julius Shapiro** is reported to have resigned as president of Dia-Tred Shoe Co., Inc., New York City shoe wholesaler, and has organized Imperial Shoe Co., Inc., a new footwear wholesale firm on Duane St., New York City. His interest in Dia-Tred Shoe Co. is being purchased by the remaining officers as individuals.

▲ **Frank Ricciardi**, veteran making room foreman, has left the Wear Best Footwear Co., Brooklyn. The firm manufactures cemented and McKay slippers and playshoes.

▲ At a recent meeting of the Superintendents' and Foremen's Assn. of New York, president Lou Hyman read a letter received from a displaced person living in New York, who is seeking a relative engaged many years ago in the shoe business in the New York area. The person sought is **Sam Baker** and he is wanted by his first cousin, Fay Water. Those who can shed any light on Baker's whereabouts have been asked to contact the FSA.

▲ **James P. Keith** has retired as treasurer of Keith, Keith & McCain Shoe Co., Rockland, Mass. Treasurer for the past 11 years, Keith will continue as a director. He is succeeded by **Mrs. Edith J. Carriuolo**. **Harold E. Johnson** was named assistant treasurer and clerk and **Fred Waterhouse**, superintendent, was elected a vice president.

▲ **I. M. Kaplan**, Boston fancy leather manufacturer, sailed recently for Europe where he will visit France, Italy and Israel.

▲ **R. A. Kuykendall** has been named sales representative for Tober-Saifer Shoe Mfg. Co., St. Louis. Formerly with H. C. Godman Co., Kuykendall will handle Tober-Saifer Jolene women's line in Utah, Colorado and Wyoming.

▲ **Jack M. Grossman** has been named sales representative to cover the Central States for Andrew Geller Shoes, New York. He succeeds **Jack Frank** who has joined Thalheimer's, Richmond, as a merchandiser. Grossman was formerly with Packer-Rellin, Milwaukee.

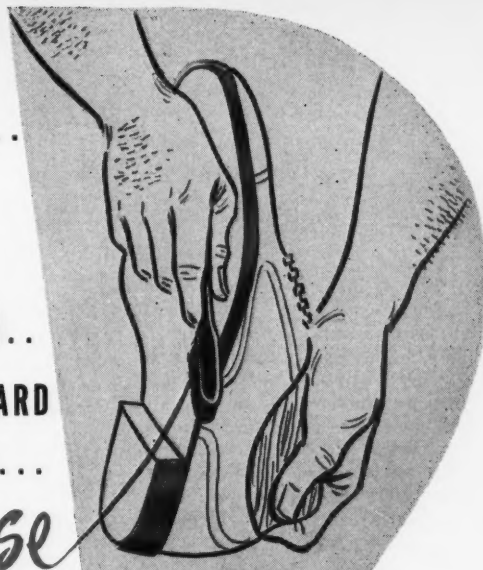
▲ **Jack Gilchrist** has been appointed in charge of sales of Wm. Joyce men's shoes in the south-southwestern states.

▲ **Dr. Adolph Kuntzel**, director of the Institute of Leather Technology, Darmstadt, Germany, now in the U.S. as a visiting professor at the University of Cincinnati under the auspices of the George D. McLaughlin Memorial Foundation, will speak before the Wisconsin Tanners' Production Club on May 12. He will also deliver a paper on "The Newer Conceptions of Mineral Tannage" at the ALCA Convention held May 30-June 2 at French Lick, Ind. Dr. Kuntzel plans to return to Germany in early summer.

▲ **Philip Sobel** of Formfitting Slipper Corp., New York City, has been elected president of the National Shoe and Slipper Assn. He succeeds **Harold B. Gessner** of La Marquise Footwear, Inc., who becomes chairman of the board. **Benjamin Passwig** of Langerman Shoe Corp. was named vice president and **Alfred Levy** of Wear Best Footwear Co., Inc., second vice president. **William Wrubel** of Bellecraft Slipper Corp. was elected treasurer.

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Popular Price Show Spurred By Good Shoe Business Outlook

1950 will show appreciable increase in shoe output and retail sales. With inventories low, shoe buyers expecting to be much more active in buying plans.

LAST November's record attendance of 5,000 at the Popular Price Shoe Show of America will probably be shattered at the forthcoming Show, May 14-18, to be held in New York at the New Yorker and McAlpin hotels. From pre-Show indications (exhibiting space was long ago closed), a much broader representation of buyers and visitors will attend — more representatives from mail order, chain, department and independent shoe outlets.

Chief appeal of this Show, of course, is its "specialized" nature attracting those manufacturers, allied trades and retail outlets concentrating on the so-called popular price market where shoes retail for \$10 and under. A recent analysis by the U. S. Dept. of Commerce estimates that 93.5 percent of total shoe business in 1950 would be in this popular price field, as compared with 92 percent last year.

Business Looks Good

"The year 1950 should be a good one for the shoe industry—even better than in '49," states Frank S.

Shapiro, treasurer of the Consolidated Shoe Corp. and American Girl Shoe Co., a co-chairman of the Popular Price Show. This corroborates the opinions and statistics voiced by the industry as a whole. It's estimated that 468-470 million pairs of shoes will be made this year, which is 10,000,000 more than last year. In fact, output for the first four months of 1950 is appreciably ahead of the same period for 1949. There are no indications that production in any month will drop below the same period of last year. This spells for good business.

Retail shoe sales—consumer buying—is expected to show a slight improvement over last year. However, the buying of retailers is not so much due to the outlook on their own sales as the need for replenishing inventories which in many instances are dangerously low in relation to sound operating necessities.

In 1948 and 1949, consumer buy-

ing was drawn out of retail inventories, which were ample. Retailers, hedging against the price trends and fluctuations which occurred appre-



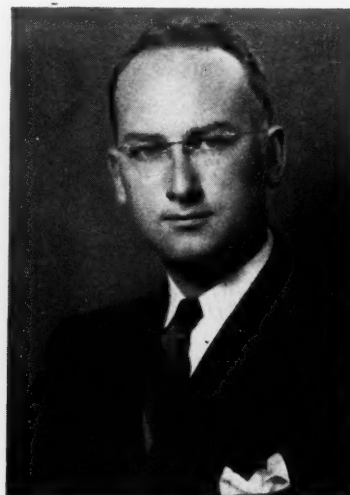
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MAXWELL FIELD
PPSSA Co-Manager

(Continued on Page 35)

These exclusive Compo features insure the type of footwear you will be proud to sell

Inflated casing molds sole to lasted upper, conforms to all shapes, lasts and various heel heights

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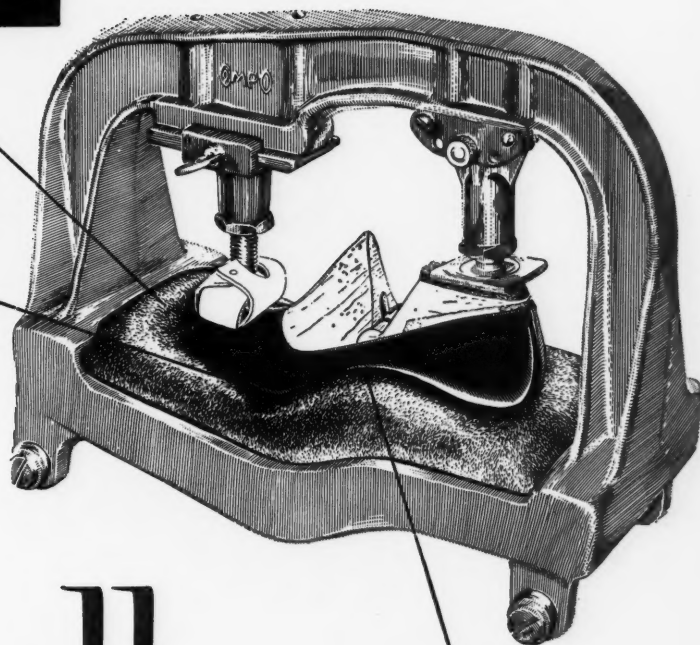


Diagram for Dwell

Shoe bottom is always shapely, edges of sole in perfect alignment with upper, no raw unfinished look

This Compo Jack is part of a Compo Conveyor — the part most concerned with the factor of Dwell that is so important in the Compo technique of cementing shoes.

Dwell is the shoemaking term for the length of time a shoe remains on the last. Shoe craftsmen have always insisted that the longer the Dwell the better the shoe. The Compo technique gives every shoe on the Compo Conveyor the necessary Dwell under pressure during the bonding of sole

and upper to insure a perfectly formed, permanently bonded shoe.

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What's Fashion For Fall?

Here's the fall shoe style picture — concise and accurate, based on behind-the-fashion-scene reports.

WHAT'S fashion-hot for Fall?

This question, more than all other factors combined, will be the lure for shoe buyers and visitors of the forthcoming Popular Price Shoe Show in New York.

Nobody holds a crystal ball when it comes to forecasting footwear fashions. However, some of the important shoe style trends are already clear-cut on the basis of sampling in materials and colors, pattern cutting, lasts, designing. It is from these sources "behind the line" where styles and trends actually begin—and where our information is culled and organized. Following are the boiled-down fashion facts for Fall:

Styles Are Crystallizing

Here are the outstanding features to be seen: tailored and walking type shoes; pumps — particularly in the mule family with graceful plunging lines; very low-cut vamps, and every conceivable type of throat line, with emphasis on off-sided effects; the continuing trend toward closed toes, particularly on walled lasts; extension soles; built-up heels.

Women's shoe styles for the coming season are more crystallized and positive than in the past several seasons. Up until recently the shoe fashion picture was a hodge-podge of indecisive variety. There was little definite direction or focus. Few manufacturers, shoe buyers, retailers or consumers knew exactly where they were going shoe stylewise. It was grab-as-grab-can. As a result, retailers were clamoring for "new styles" and accepted them so long as the patterns were appreciably different than the last lot. The buying wasn't positive, with certain definite style features in mind. All this was very confusing, especially for the consumer.

Now a wholesome change has occurred. There is more style settlement, direction, certainty. Buying plans have clarified.

Dominant Style Features

Tailored dress and walking shoes are the talk of shoe business. The trend started lightly, uncertainly, last year, then rapidly picked up momentum to reach present important status. The simultaneous trend toward tailored clothing of course motivated the go-with tailored shoe. Many of the latter will be in dressy staple welts, others in simulated welts. Few will have the "heavy" welt appearance. These tailored types will feature built-up heels and extension soles and walled lasts. On many of these shoes the extension soles will be squared at the toe, with harmonizing squared heels.

Pumps will be bigger than ever. Not opera pumps. The demand is for pumps with a naked look. That means very low-cut vamps, mule sides, and following D'Orsay lines in general. These shoes are highly foot-flattering. Their feminine simplicity will be balanced by off-sided throats, or delicate ornamental treatments around the vamp. Where the toe is open the back is closed, and vice versa.

Strippings, now down to very cheap shoes, are rapidly on the way out. But Fall will bring simulated stripping effects, mostly by use of cutouts rather than actual strappings.

Straps will be prominent, of course, but playing a lesser role than for the past few seasons. The trend toward the naked pump and the tailored types force a decline in straps.

The platform is virtually permanent—but now chiefly in $\frac{1}{8}$ to $\frac{1}{4}$ inch heights, just enough to give a comfortable resilient base under the foot. Platforms are liked for their comfort and ease in walking.

The single sole trend gathers momentum, many with outside heels. Extension soles will be stitched or wheeled, rounded or squared, but none will be extreme.

The walled and semi-walled lasts will play their biggest role in tailored shoes. Some will be seen in closed-

toe pumps. Women long accustomed to the freedom of the open toe, but now buying closed-toe shoes for style reasons, find the toe comfort of a walled last appealing.

In ornamentation braids will hold the spotlight. They'll be used in delicate good taste on many types of shoes — on toplines, vamps, bows. They'll nicely contrast with the simple, graceful lines of the popular Fall pumps, giving a colorful contrast in texture and color.

Heel heights show no important trends. Each height category will play its usual role, with most emphasis on the 17/8. In tailored types the chief heights will be in 14/8 to 18/8. The same goes for built-up heels. Squared-off heels will be more prominent, particularly in walled lasts or where extension soles or throats are squared—as a sort of harmonizing effect.

Colors And Materials

Black will be way out front, as usual—but less so than in the past couple of seasons. Blue has moved in steadily as a "staple" to take some of the domination from black. Also, brown is due to make its strongest bid in several seasons, which will again chip black's lead. Red, which for Fall will deepen toward wine tones, will likewise bid for a good share. The other colors are expected to occupy no larger importance than customary for the season. Two-tones, in sombre shades, will play a wholesome role. And, of course, lots of color-contrasting trim effects on toplines, vamps, straps, quarters, ornaments, etc.

Smooth leathers, particularly calf, should have an excellent season. Chalk this up to the rising popularity of dressy walking and tailored type shoes. Patent is making a slow but steady comeback, chief emphasis being in trim or two-texture uses. Rep-tiles, particularly alligators, continue

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May 6

in strong demand as they approach their best season. The beautiful tones and shades achieved in recent years in reptiles have given strong impetus to the popularity of these leathers.

Surprising interest is being shown in glove-like leathers, especially in casual types. Leathers that are soft, crushy, pliable. These will be used in softie-type shoes — unlined, no counters, just stitching and backstay. Fabrics will not go into hibernation for fall and winter. New cool-weather fabrics have been introduced, of special textures and treatments to make them ideally adaptable to fall footwear. Fabrics continue to ride a boom that started last year. And keep an eye on a fall darkhorse: velvet. Yes, and for streetwear shoes.

Important Changes In Men's

For fall it's the Light Look in men's footwear. Light soles, light upper treatments, light weight. This in diametric opposition to bold look shoes, already gasping their last breaths. Most of the extremes in heavy-looking shoes are washed out.

The new lasts are tapered at the toe, or have regular brogue shapes. The French toes will tend to be more rounded; and there'll be the perennial plateau lasts.

Less heavy stitching on uppers, less perforation and heavy fittings. Stitching will be lighter, other upper treatments also toned down to give a more dressy over-all effect.

The finger gore shoes launched on a large scale for this spring and summer went over so well that they are losing no momentum, and will move right into fall lines. They'll be dressed up, yet retaining that slip-on comfort. They'll be worn to business, too. The combined appeal of fashion and comfort will, it is expected, keep them in the best-seller group.

There is also a trend toward lighter leathers, that is, lighter looking, in keeping with over-all fall styles. Albion grain, a finer grain than scotch, will be prominent, though all grains will be seen. Brushed leathers, which have taken a terrific foothold with the men, will ride right into the fall, something unexpected.

There's talk about black shoes coming back into men's lines. The extraordinary emphasis on browns in past years has forced black to be concentrated largely into more conservative footwear for older men. That is, black shoes have lacked styling emphasis, and hence have lost their appeal.

The time has ripened for the color

change. Men used to buy a pair each of black and brown shoes. Then it boiled down to one color, brown, and one pair. This hurt sales, as the statistics show. So the thinking now is to create a new field of styling on black shoes. It could give impetus to men's shoe sales. Already some men's firms are planning these black lines.

The possibility of infusing new life into the men's shoe field by a pre-determined and concerted approach to fashions was given hopeful impetus with the Seasonality in Footwear program that got its start with

the shoes of this spring and summer. Response has been highly encouraging to similar efforts in the future. The men's shoe manufacturers and retailers have learned one important lesson: men need fashion incentives to buy more pairs. Not a lot of variety in fashion, but rather concentration on a certain group of basic styles for each season to create "authentic" shoe styles. Thus for the male to be style-right he must buy shoes in accord with the current season's fashions. But the most important step of all—he must first be made conscious of those new styles.

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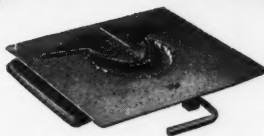


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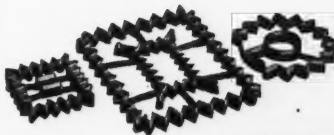
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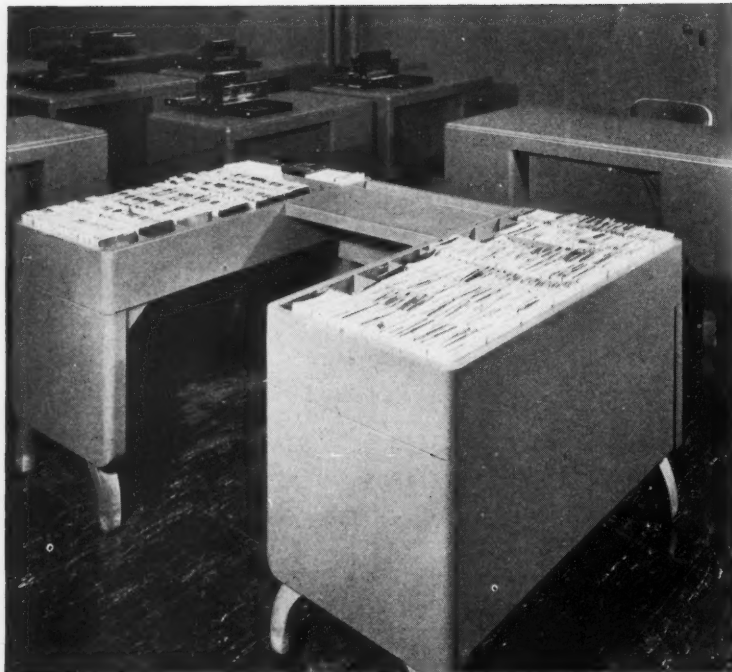
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Office Layout And Design For A Modern Shoe Factory

The new Florsheim factory in Chicago stands as a model of handsome interior design resulting in functional efficiency.



Special Tub Desks—Production Dept.



Typical Private Office

The pictorial layout accompanying this article reveals some of the handsome interiors of the new Florsheim shoe factory in Chicago. This was far more than a job of interior decorating. Of prime importance were the functional values of the equipment, the layout and the surroundings. The architects were Shaw, Metz and Dolio. The handsome, modern office equipment was manufactured by the General Fireproofing Company of Youngstown, Ohio.

The new Florsheim Company building, which opened last fall, is the first factory to be built in or adjacent to the Chicago Loop in the last 10 years. Men's shoes only will be produced here, representing approximately 40% of the company's production, the balance being manufactured in two large factories on Chicago's northwest side.

Unbroken horizontal lines of window glass and soft gray face brick characterize the six-story structure opposite the Union Station. Basement and first floor occupy the full half-block area. Five upper floors from second to sixth are laid out on a U plan with a large open court at the second floor level which provides a recreational roof area for employee use. Upper floors, from the second to the sixth, are stepped back the length of the north side of the building to provide additional light and air.

Entrance

The main entrance leads to the first floor, which accommodates the company's home offices and Chicago sample rooms. The lobby is paneled in burled walnut with seats and divans of green leather. The burled walnut reception desk is opposite the short flight of entrance stairs. Near it is the upper terminal of a small modern dumb-waiter to carry small shoe parcels from the stock room in the basement for accommoda-

tion of Chicago retailers who wish to pick up small orders. Floor of the entrance, stairs and reception area is of polished black and ivory marble chips which extend along a corridor lined on the north by a frosted glass screen and continue as far as the elevators in the center of the building.

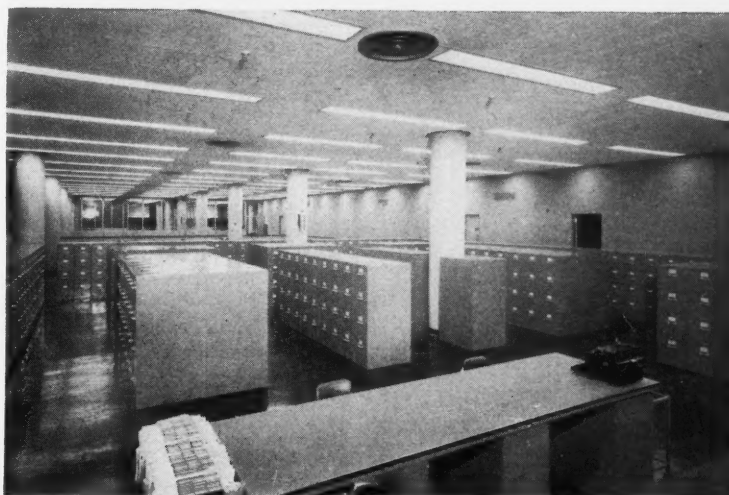
Adjoining the reception foyer is a waiting and interviewing room, used by the company's personnel consultants, in walnut, green, and gray. Private offices line the outside wall on both street sides of the air-conditioned first floor. Offices also range for approximately half the length of the building along the north wall. More offices and studios for advertising artists take up the south half on one side.

Executive Offices

To the south and southwest of the entrance are all executives and office personnel engaged in sales operations. To the north and northwest are the executives and office workers connected with manufacturing. Buyers, factory superintendents, paymaster, payroll checking, accounts payable, cost department, production planning department and factory order department are in this north section of the first floor. On the sales side there are the designers, sales supervisors, credit men, treasurer's office, sales department, accounts receivable, retail accounting, service department, files, stenographic, export department and advertising and art departments.

Departments

Movable partitions of baked gray enamel steel and glass divide the working and office areas of the office floor. Hallways, except for the elevator corridor, are in black and white rubber tile. Accoustically treated ceilings are painted white. Recessed fluorescent lighting in egg crate fixtures is installed throughout. Office furniture is of aluminum and bronze with gray linoleum table and desk tops. Cashier's office, switchboard room, executives' lounge, elevators, conference room, stylists' room, men's lockers, women's lockers and women's lounge are in the center section of the first floor. Here, too, in addition to the photocopy department and the central mail room are three sample rooms, entered from the sales side. In an area closed off from the offices in the northwest corner of the first floor is storage space for adver-



Illustrated here are (top) Stenographic Dept., (center) Filing Dept. and (bottom) Order Dept.



(Top) Accounts Payable Dept., (center) Retail Audit Dept., (bottom) Payroll Dept.

tising supplies, displays, stationery and general office supplies.

Unusual Architecture

The gray sprackled reinforced concrete truss just north of the elevators was left exposed "to add interest to the first floor" according to Alfred Shaw of Shaw, Metz and Dolio, the architects. This unusual support is necessitated by the large clear span trucking area directly below on the lower level. As on factory and office floors, large windows which reach to the ceiling extend without interruption for the full length of three sides of the light airy dining room. Cheerful colors are used on the asphalt tile flooring, chairs and tables. Dining tables, in accordance with the preference expressed by employees, seat only four each. There are accommodations for 400 at a sitting.

Workers' lunch periods are 42 minutes and staggered to avoid congestion in the cafeteria. The 42-minute lunch period, like the Florsheim Company's working day, is a wartime inheritance. Originally adopted at the request of transportation authorities the work day begins at 7:42 A.M., and ends at 4:24 P.M. It proved popular with workers and was not changed at the war's end.

Modern Trend

All of this may spell a modern trend in the shoe industry. Offices and factories in the modern tone are not streamlined for the sake of appearance alone. There is a substantial and positive functional and economical value also. Clean, well-lighted, smartly arranged and scientifically painted interiors create a "mood" among workers that results in higher efficiency in many respects. Employees like to work in such environments, and as a consequence do their best work in these surroundings. Therein lies the payoff value.

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Leather Facts Shoe Manufacturers Should Know*

By

Lee C. McKinley, General Manager
Upper Leather Dept., International Shoe Co.

Important progress has been made in leather colors and finishes. But certain realities must be faced in matters of price and supply.

AS a member of the Color Committee for the Shoe Manufacturers Assn. I have heard for years about the problems that Retailers have in matching colors of shoes with the colors of accessories. The members of the Retailers' Color Group have talked about your problem so convincingly that I for one am convinced there really is a problem. Many tanners are also convinced that a strict adherence to the Color Card is a necessity.

Leather Color Problems

By that I do not mean that special colors should not be made, but that any tanner who sells a shade called by a color card name (Cherry Red for example) should see that his Cherry Red color matches the Cherry Red on the color card.

This is a very large order, of course. Those of you who have studied the problem carefully know that it is impossible, with the knowledge we now have, to even get a substance like cloth which is relatively easy to dye to come out exactly the same from each batch of dye. It is even more difficult to get skins, no two of which are exactly alike in hair cell pattern or in fibre to take dye in exactly the same manner.

Nevertheless progress has been made and we are getting more wholehearted cooperation from the tanners than ever before. I believe it safe to tell you that except in aniline dyed leathers you will see more uniformity in colors this year than in the past. We expect to keep on trying to improve this condition.

Better Finishes

Finishes on upper leather are assuming a new importance this year.

*Talk delivered at St. Louis Shoe Show, April 18.

Those of you who were in the shoe business 25 or 30 years ago can remember that the number of shades in a single shipment of shoes back in 1920 or 1921 was limited only by the number of pairs of shoes in the shipment. During and immediately following World War I, this situation became so acute that something simply had to be done about it.

Leathers for the most part up to that time had been aniline-dyed and then a clear finish, to give lustre, had been applied. The best of the dyes used prior to World War I had been made in Germany, hence the use of American-made dyes, which were at that time inferior to those formerly imported, precipitated the crisis which existed when every shoe was another color.

The tanner's answer to the demand for uniform color was to do the only thing he could think of at that time. He reasoned that the thing to do was to uniform his colors by surface applications which he could control more effectively than he could the straight aniline dyes.

The shoe and leather industries thereupon entered an era of pigment finished leathers which has lasted in most part up to the present time.

At first these pigment finishes were uniform in shade, but were flat in color and lacked the character the aniline leathers had. Gradually, however, as new chemicals were found and new forms of pigments were ground, tanners began to get more character into their pigment finishes and they began to more nearly resemble aniline leathers.

This trend has had a sharp upward swing in the last year or two, and especially in the last few months. Finishes are coming to look less and less like mud. This is being accomplished without too much loss of uni-

formity in color—certainly nothing close to the old aniline uniformity.

I believe that you retailers and the boss you and we both acknowledge, the consuming public, will be increasingly pleased at the progress which will take place in the field of leather finishes during the next few seasons. It looks as if the upper leather tanners have been warned by the fate of the sole leather tanners, and are determined that nothing shall take the place of the upper leather even if they have to borrow some of the fire of the chemists who discovered plastics. Tanners are using lake dyes, synthetic resins and plastics in different forms in order to produce finer looking leathers on the already superlative vehicle provided by nature—the animal skin.

Improved Upper Leathers

Another tendency which is developing in upper leather is towards a softer and mellower type of leather. A leather that feels good on the feet.

Like most progressive movements, the tendency in this one is to go too far and shoe manufacturers are being offered leathers today that are so soft and tempting in feel that one has to stop and analyze the thing, and realize that leathers as soft as some that are shown are too stretchy to be fit for anything but the gloves for which they were originally designed, for if they are too stretchy the shoes will soon be a size larger and will fail to give support for the feet.

The movement, however, is a good one and will result in a compromise which will give, eventually, a finer, mellower feel in most leathers, without the loss of the supporting value which a good shoe upper leather must have, to ensure lasting satisfaction to the wearer of the shoes.

Prices and Profits

Buyers are always interested in the price of things, and the price of shoes is determined in large measure by the price of leather. This being the case it looks as if we will have to look to the tanners for reduced prices if there is to be any hope of shoe prices coming down.

If tanners are to reduce prices it is evident that the reduction must come from one of two sources, viz. from their profits, or from raw material.

As to tanners' profits, a recent Bulletin from the National Shoe

Manufacturers Assn. advises of a survey made by the National City Bank of New York. This survey of 45 different manufacturing groups showed large declines in profits for many groups—and next to the bottom was the tanning industry with a decline in profits of 71% for the nine tanneries taken as a cross section.

As tanners of leather as well as makers of shoes we can assure you that there is no excess profit left in the tanning industry.

Let us examine then the remaining price factor in leather—raw hides

and skins, and for simplicity let us refer to the group as "hides."

Hides are one of the very few basic raw materials that are by-products. Animals, except kangaroos and reptiles, are not killed for their hides but for the meat which the hide covers. If, therefore, there is a big demand for leather it will not influence the number of animals that will be killed. The demand for meat will do this, and apparently the demand for meat right now is just about equal to the demand for leather, for we had last year just enough leather to go around.

Rawstock Supplies

Although the supply of hides last year was close we did have enough, and we still have enough—but there is no more than a working surplus.

At the beginning of this year the Tanners' Council and also the Government, predicted that we would have a slightly larger kill of cattle in 1950 than we had in 1949. They also predicted a slightly larger shoe production—about 465 millions compared to 455 millions in 1949.

So far the domestic kill has failed even to equal that of 1949, but we are told that more cattle are going on feed and that the increase may materialize later in the year.

Another disrupting influence in the hide market has been the abnormal percentage of heavy hides produced the latter part of 1949 and so far this year. Light hides for upper leather have, therefore, been in short supply and heavy hides for sole leather have been plentiful. This has resulted, as an example, in light cows selling above their normal relationship to Butt Branded Steers.

A number of years ago when the Hide Exchange was established light cows and Butt Branded Steers were the same price. A couple of weeks ago, light cows sold at an average of 23½¢ (Light average hides even higher). Butt Brands were quoted nominally at 17½¢-6½¢ per pound and more difference.

As we get farther into the summer these differences will, of course, tend to draw closer together as the take off of light hides will increase and the take off of heavy hides will decrease.

So far this year we have been able to import more foreign hides than last year. This has been very fortunate since it has had a sobering influence in domestic hide prices and has filled in the shortage that would otherwise have existed.

It is hard to predict whether the foreign cattle hides and calf skins will

(Concluded on Page 41)



This is not a connotation meant for a play on the old adage—but, rather, a frank, thought-provoking statement of fact. It is based on the best economic, military, and management-consultant advice that coastal-situated industries should move inland,—not alone for security purposes but also for the benefit of bolstering production efficiency and hence profits, to make concerted effort to scale down high production costs and hence consumer prices. The very common sense and good judgment of a sound management will recognize this as "good business".

Someone in your industry is going to act on this suggestion and thereby gain a good many very distinct advantages—and it might as well be you. Someone in your industry is going to turn eyes inland and suddenly discover the vast, unspoiled industrial opportunities present in Nebraska. For this great inland empire located in the very heart of the productive middlewest, offers progressive manufacturers a host of industrial advantages, such as

- Unlimited pure water.
- Low industrial power rates.
- Lowest State Taxes and NO State Income Tax or General Sales Tax.
- Strategic location in the Middle of America—and home of The World's Second Largest Livestock Market "where the leather grows".
- Transportation "to everywhere" with dispatch.
- A friendly State Government—eager to HELP Business, not hinder it.
- AND—Numbers of work-willing men and women who believe sincerely in giving their employers a FULL DAY'S WORK FOR A DAY'S PAY!



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The largest watch manufacturer in America located an impressive "second" plant in Nebraska immediately after the war. The management is highly pleased and very impressed with the quick adaptability and fine production skill demonstrated by the hundreds of cordial, cooperative Nebraska men and women on the watch plant payroll. Consensus: "It was a good move".

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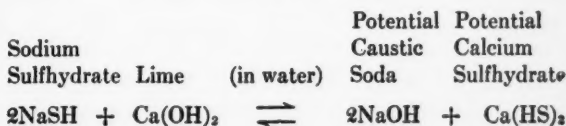
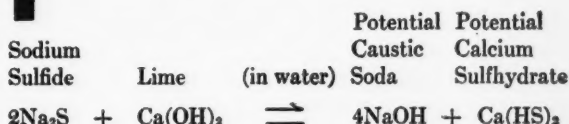
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For a detailed discussion of the use of these Hooker chemicals in the leather industry, write on your letterhead for these bulletins:

No. 503—Studies in Unhairing, By E. R. Theis and M. O. Ricker

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5155

If We're To Sell More Shoes*

By

Albert Wachenheim, Jr., President
National Shoe Retailers Association

It is the manufacturer's responsibility to be up there on the firing line with the retailer. Per capita consumption of 4 pairs can be realized with better manufacturer-retailer teamwork.

THE first six years of my business career, after finishing college, were spent in a cotton mill. My boss used to have a saying, "Look for the things that are wrong. The things that are right take care of themselves."

Now let us apply this to our shoe industry. Right after the war we produced over 535 million pairs of shoes per year. I remember in those days we were talking about 600 million pairs of shoes. I know we can make that many pairs of shoes annually. But why cannot we distribute that many pairs of shoes?

What's Wrong With Our Selling?

Why do we average only three pairs of shoes per person per year?

Why has the per capita consumption gone down since the war, when many other items have increased?

What have we done to make Mr. and Mrs. America want to put their money in additional pairs of shoes, rather than in a television set, a new ice box, new clothes, a facial, or many other things?

How have we as an industry met the challenge as presented to us by the master salesmen of the world?

Brown does not just compete with International or General. Edison does not just compete with Berland or Wohl. But rather we have Brown, International, General, Edison, Berland, Imperial and many others arrayed on one side with R.C.A., Ford, General Electric, Elizabeth Arden and hundreds of others on the opposition. Each trying to get a better share of the consumers' dollar.

That is our problem, how to get the consumer to spend more money on shoes.

We, as an industry have told the consumer so long how cheap we can

make shoes and what a value they are—and they are—there is not a product that has greater intrinsic value for the money paid out, but we have failed too often, to touch that hidden spot that means the plus business, after the foot covering idea has been passed over.

Who's At Fault?

Who is at fault? The manufacturer, his salesman? The shoe retailer; his salesmen? I would say it is everybody who is at fault. A big indictment, yes, but let us examine it.

A manufacturer prepares his line of shoes such as seen down at this show for fall 1950. They are well styled. They are properly priced. His salesmen either take the orders from the buyers of the retail establishments at this show or they call upon them in their respective cities in the next two months for shipment in July and August to be sold in August, September and October to the retail consumer.

Possibly, the manufacturer does some national advertising. Fine. Probably he assists the dealer at the local level with cooperative advertising, still better. Of course, that must be figured in the cost of the shoes.

All Weight On Retailer

Then what happens? He stops and hands the ball to the retailer and says "Now it's all yours, you run with it for a while. I have done all I am going to do."

At the same time maybe a dozen other manufacturers say the same thing to the retailer, who in time does the same thing to his salesforce. "Here they are, fellows, these new fashions I bought from X or Y or Z. Go out and sell them."

Does our biggest competitor for the consumer's dollar do it that way? Not on your life. He sends a demon-

strator, a real seller, out into the field to inspire the retail salesman who after all is the final link in the whole chain, at the time that the retail sales clerk is about to sell to the consumer.

The shoe business does not operate like that. About the time the retailer is getting those July and August shoes in to be sold for August and September, the manufacturer's salesman comes around trying to get an order for September and October to be sold at retail for October and November. He now has the greatest promotional idea for the next go-round. But what about those shoes on the shelves? Why should the clerks push X brand rather than Y? The retailer knows all about X brand and was sold on it. Otherwise he would not have bought it. But maybe "Y" is just as good, and he should push it too.

More Teamwork

Either the man on the road has got to spend a little more time in the stores with the retail sales help, or if he has too great a territory to cover, then the factory should send someone at least every six months, or so behind him to do the job. Sure it costs money. Of course, it should be included in the price. Industry has grown great and prices have been kept in line or reduced by selling more units. It just cannot be done, by saying how cheap the shoes are. It can only be done by better selling, particularly at the fitting stool.

It is not just a retailer's problem. Too many manufacturers are inclined to think it is. It is a common problem to be shared in by both. If you have a brand make it mean something in the minds of those who sell it to the public. The public will catch that fire, that enthusiasm about your product and we will all be amazed at the increased pairage.

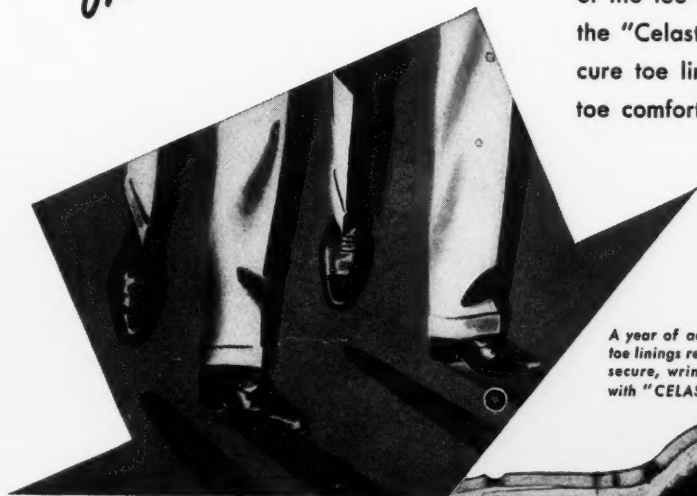
*Talk delivered at St. Louis Shoe Show, April 18.

Here's the "Inside Story" on Toe Comfort

A principal cause of toe discomfort is wrinkled, or loose, toe linings . . . this condition can be prevented by the use of "Celastic"* Box Toes!

The reason: "Celastic" is a woven fabric impregnated with a plastic compound that fuses together lining, box toe and doubler to form a strong three-ply unit.

Technically speaking . . . when the plastic compound is activated by the solvent, the resulting colloidal solution penetrates the adjoining lining and doubler . . . when the solvent evaporates, the plastic compound hardens, securing itself in the weave of the toe lining and doubler . . . locking them to the "Celastic" box toe. This fusion provides a secure toe lining and a smooth interior . . . assures toe comfort for the wear-life of the shoe.



A year of active wear yet
toe linings remain smooth,
secure, wrinkle-free . . .
with "CELASTIC"



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BOSTON, MASSACHUSETTS



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THIS MAN WOULDN'T NEGLECT

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**...yet he hasn't
had a Chest
X-Ray!**

He checks every piece of mechanical equipment he owns for wear, lubrication, efficiency.

Yet he fails to take the simple precaution of a Chest X-Ray to make sure he does not have tuberculosis. *Not because he's opposed to the X-Ray. Simply because he is not sufficiently informed—or just hasn't taken the time and trouble, or does not realize the seriousness of the problem.*

A Chest X-Ray is the first step toward detecting tuberculosis in its early stages. And in its early stages it can be cured with the least loss of time from work.

So, if you're the man above, that one simple reason should make you get your Chest X-Ray—*today*. But listen, see how serious this really is:

Between the ages of 15 and 34, tuberculosis leads all other diseases as a cause of death—although at no age are you safe from TB. Yet, if everyone does his part by getting a Chest X-Ray periodically, and the majority of cases thus discovered are followed up, we can eliminate TB entirely as a public health hazard!

Will you do your part today? Get a Chest X-Ray. It may mean your life!



Published in the public interest by:

LEATHER AND SHOES

Popular Price Show . . .

(Continued from Page 20)

ciably in 1948-49, kept inventories at skeletal levels, especially beginning in the last part of 1949. Buying was somewhat cautious, kept as much down to essentials as possible. There was anxiety about the much-talked-of recession that was supposed to set in.

These factors kept shoe retailers apprehensive. But evidently the consumers were paying no attention to it all, for they kept on buying shoes in a wholesome manner. The recession did not materialize. In fact, business was surprisingly good. Shoe retailers, caught with low inventories, found themselves losing sales on sizes and styles. At first they were willing to take the loss. The attitude: "Better to lose a few sales than get stuck with over-priced and over-stocked inventories."

But many, applying this attitude to their business, were caught flatfooted. They realized their shoes weren't over-priced, their inventories not over-stocked. And those lost sales were beginning to hurt.

Rising Demand For Shoes

And here the once-skeptical shoe retailer took the bulls by the horns.



Women's Style Committee

. . . which selected fall shoe styles to be shown at PPSSA Fashion Show, May 15. More than 80 shoes will be presented to show important trends for fall volume. Members of committee present when photo was taken are: left to right, seated—I. T. Shapiro, Butler's, Inc., Atlanta; Sidney Spiegel, Mutual Shoe Co., Marlboro, Mass.; Edward Field, Derman Shoe Co., Boston; Sylvie Hamilton, PPSSA Fashion Director; Elliott Stickney, Holmes-Stickney, Inc., Portland, Me.; L. H. Walters, G. R. Kinney Co., Inc.; O. J. Sullivan, American Girl Shoe Co., Boston. Standing, left to right: Edward Atkins, co-manager, PPSSA; Manus Schoenfeld, Jenrose Shoe Co., Lawrence, Mass.; S. W. McDaniel, Sears, Roebuck & Co., Chicago; Normand P. Liberty, H. O. Rondeau Shoe Co., Farmington, N. H.; and Joel Glassman, Kessen Shoe Co., Kennebunk, Me.

He began ordering shoes from the manufacturer. Consumer buying could no longer be drawn from skeletal retail inventories but now had to come out of manufacturers' inventories. Shoe production during the first four months of 1950 has strongly verified this movement—for

output is appreciably greater than for the first four months of 1949.

The manufacturers and industry economists expect that this situation will not change much for the remainder of the year. Buying of spring and summer shoes was very wholesome, filling retail stocks with these



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For over 50 years we have known this fact, and it has been our major interest to supply the shoe industry with machines and materials that can be relied upon.

For example: the new Allweather Tapes are coated scientifically, wound correctly and cut with exactitude. They are inexpensive; work better in all taping machines. For years they have been tops in the shoe trade.

In return for your confidence in us we make possible greater profits to you.

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Los Angeles, Cal.



Men's And Children's Style Committee

... style leaders in the men's and children's popular price shoe industry shown at a recent meeting in Boston where they selected shoes to be shown at PPSSA Fashion Show, May 15, at Hotel New Yorker. Seated, left to right, are: Maxwell Field and Edward Atkins, co-managers, PPSSA; Bernard Shapiro, American Girl Shoe Juniors, Boston; Richard Tarlow, Berco Shoe Co., Brockton; T. S. Hirtz, G. R. Kinney Co., Inc.; Sylvie Hamilton, Fashion Director. Standing, left to right: Robert Adams, Crest Shoe Co., Lewiston, Me.; Louis Auclair, Great Northern Division, International Shoe Co., Manchester, N. H.; M. H. Reese, A. S. Beck Shoe Corp.; and Saul Katz, Hubbard Shoe Co., Manchester, N. H.

seasonal types. But inventories of fall shoes will also need substantial refilling, thus providing a promising outlook for shoe production. Equally as important, nobody sees any reason why consumer buying should or will slacken for the rest of the year. Consumer incomes continue to stay on

high levels. And while unemployment has slowly mounted, it has not yet reached serious proportions. Also, unemployment compensation insurance has established a wholesome economic buffer against any possible sales decline in shoes and other essential goods.

Fashion Presentations

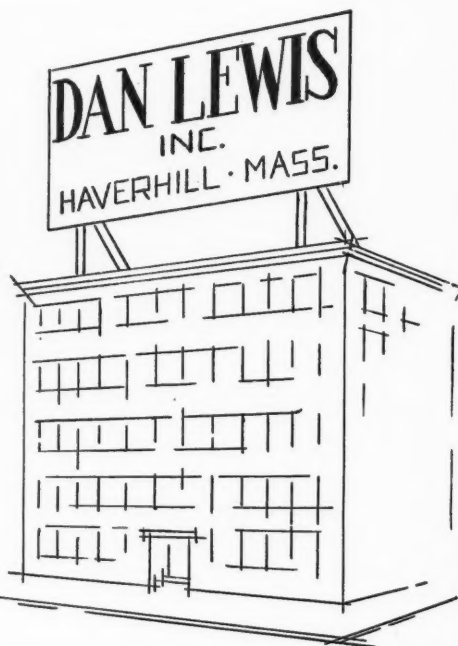
The Fashion Show is scheduled for the afternoon of Monday, May 15, in the grand ballroom of the New Yorker. Some 90 new men's, women's and children's Fall shoe styles will be presented by a group of 20 models. Arlene Francis, well known fashion commentator, will handle the commentary. Sylvie Hamilton is fashion director. A special merchandising feature on the potentialities of juvenile footwear market will be presented by T. S. Hirtz, who is in charge of children's shoe operations at the G. R. Kinney Co.

A repeat performance of shoes for the mature woman—a feature that was enthusiastically hailed at last November's show—will be held. This will be under the auspices of Mrs. Edyth Thornton McLeod.

More than 50 shoe manufacturing firms have contributed their leading Fall shoe styles for the Show.

Stronger Merchandising

Both manufacturers and retailers are re-analyzing their merchandising methods in an effort to re-vitalize shoe sales. In a recent study published by *Leather And Shoes*, it was shown that a good portion of shoe





ARLENE FRANCIS

PPSSA Fashion Show Commentator

merchandising is too restricted, too concentrated. For example, of 12 different merchandising factors which can and should be used in selling women's shoes, two (price and style) comprise 85 percent of the effort, time and money spent in selling. The remaining 15 percent was spread among the ten other factors. In men's shoes, four factors (price, style, wear and comfort) comprise 75 percent of the effort. In children's shoes, three factors (price, wear and fitting) comprise 80 percent.

The question is asked: is there virtually nothing else to *feature* in the merchandising and dramatizing of women's shoes other than price and style? The same applies, in different ratios or combinations, to men's, youths' and boys', misses', children's, and infants' footwear. It's possible that our merchandising themes have become hackneyed, worn thin so that much of their effectiveness is lost. Monotony of ideas and words has a put-me-to-sleep effect on the consumer.

Shoe business is slowly beginning to recognize this fact. It is only in the thinking stage of preparing to do something about it, but even that is a step in the right direction to give a lift to sales.

"Authentic" Shoe Styles

Another theme that has caught the imagination of shoe business lately is "authentic" shoe styles. How can the consumer know what shoe styles are or will be "authentic" or authoritative in the fashion picture for any given season? She can't. Simply because the shoe industry has no such thing as authentic shoe styles.

A woman knows with some certainty what is or will be style-right in dresses, suits, coats, millinery, accessories, etc. When it comes to shoes

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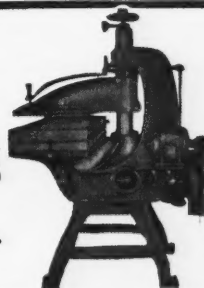
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GENUINE ALLIGATOR LEATHERS

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Florida Tanning and Sponge Co., Inc.
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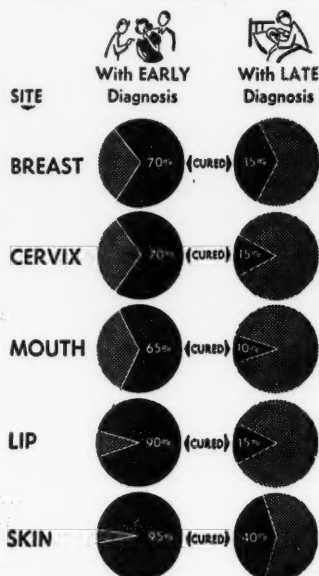
she doesn't know. She's confused. So what happens? She buys a pair of shoes that will tend to go with almost anything. She thus plays it safely, cautiously. The result: lost sales for shoe business. Lost sales particularly in those extra pairs sold to go with specific costumes that are in fashion today as then.

That, too, has been the situation in the men's field for many years. A shoe bought ten years ago is as much in fashion today as then. Thus the male is given no fashion incentive to buy more pairs to be in style. This has long put a serious damper on men's shoe sales. Only recently—with the Seasonality In Footwear Program—has an effort been made to alter this stalemated condition.

At the Popular Price Shoe Show there will be some discussion among sellers and buyers, and among committees, on these merchandising themes. The realization that all shoe business, and everything that depends upon it, hinges upon creating consumer buying incentives—this realization is mounting to one day strike with powerful impact. A certain level of shoe sales will *always* materialize. But lifting sales *above* that level by creating incentives for extra-pairage sales—that is the rising theme of comment and discussion today.

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LEATHER and SHOES—May 6, 1950

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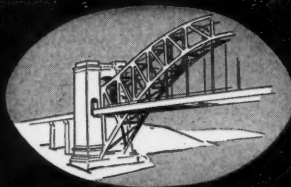
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When You Build a Bridge Between Toe and Heel Select from these Basic Designs

Well-fitted shanks are essential in preserving the work of stylist, last maker, and shoemaker. Much of their creative skill and craftsmanship can be lost unless the shank—strongest structural member of the shoe—fits properly and helps to maintain correct lines.

If your present shank fitting schedule leaves room for improvement in your shoemaking, you need United's shank fitting service by specialists. Judge for yourself in your own shoes the effectiveness of a properly fitted shank. Just ask your United Man.



Vita-Tempered Steel Shanks are tough, hard, uniform. Fit like master models. Clean, ready-to-use. Preserve balanced tread.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS



Leather Facts . . .

(Concluded from Page 30)

continue at the present rate. Our domestic prices are lower than the world market and so far we have gotten just the portion that was not demanded in other countries. From the information now available it would be my guess that we will end the year with some more imports than last year, but there seems little likelihood that we will receive enough to cause any serious disruption of domestic prices. It should help keep domestic hide prices away from wide seasonal fluctuations.

There is at present one acute shortage—heavy calfskins for men's shoes. We are in the season when receipts of heavy calfskins are smallest. Imports are greater, but are not enough to balance the demand. Contributing to this sore spot is an increased demand for unlined women's calfskin, and this leather requires the same rawstock as men's calfskins.

Light calfskin prices have reacted some and are now back to the spot from which they advanced a month or two ago and seem to have leveled off here.

Raw goatskins, for kid shoes, were expected to take a dive when England devalued its currency since about 99% or more of all goatskins are imported. Goatskin exporting countries, however, simply raised prices in their devalued currencies to meet the theoretical decrease in their currency, so that the dollar prices have remained about the same, and in some cases are even higher in dollars than before devaluation.

The same thing happened in the sheepskin and lambskin markets. We are today paying higher dollar prices for pickled sheepskins and lambskins than before devaluation.

Supply Problems

What will happen to prices from here out is, of course, a matter of conjecture. Governmental decisions, both in this country and all over the world, play a large part in any final evaluation made of future prices, and it must be borne in mind that most countries who are large exporters of hides and skins still have very strong controls over these exports.

As examples, the New Zealand Government actually does the selling of its pickled skins, the Argentine Government will not permit exports of hides unless it has approved of the trade, and the French Government

allocates its export of skins to specific countries and even to specific tanners in those countries.

In spite of these uncertainties there does still seem to be a safe and a profitable road to follow in buying.

Most of us have benefited by the inventory lesson learned after World War I. Leather inventories are down and the lesson should not be forgotten.

Since getting our leather inventories down, however, we have learned another lesson, that if we get our supplies too low we cannot

deliver shoes and we miss sales, for the tanner too has learned his lesson and cannot therefore ship overnight.

But whether the market goes up or comes down one principle still holds, you cannot sell and deliver an article until you yourself have it. You can't make money on the sale you didn't deliver.

▲ William Bushenbaum of National Hide Co., Quebec City, has been named Canadian regional chairman of the National Hide Assn. Bushenbaum was the first Canadian to affiliate with the NHA.

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LEATHER and SHOES

The International Shoe and Leather Weekly
300 W. Adams St., Chicago 4, Ill.

New Developments

Rotating Cutting Pad

(Note: Through error this copy appeared in L&S, 4/29/50, with the wrong illustration. The article is reprinted this week with the proper illustration.)

For saving money on the cost of perforating paper, an ingenious turntable and cutting pad have been developed to eliminate the use of paper.

The idea is borrowed from clicker cutting, where it is necessary to distribute the wear on the cutting surface evenly and uniformly over its area. A circular cutting pad approxi-

mately $\frac{3}{8}$ " thick is made a part of the striking plate of a perforating machine. This pad, being attached to a turntable, changes position with each stroke on the die—thus giving even wear.

As the surface of the pad wears down in use, the operator merely applies more machine pressure. When additional pressure can no longer be applied, the pad is used up, and must be replaced.

In addition to saving paper costs, this device eliminates the delay and expense of changing paper rolls. It

helps to increase the output of the operator, and improves the quality of the work.

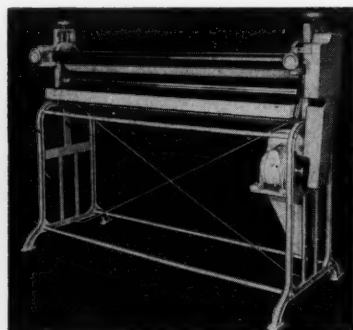
Source: Rotating Cutout Pad Co., 3223 N. Ravenswood Ave., Chicago 13, Ill.

Roller Coating Machine

(Note: Through error, the illustration with this article appeared in the 4/29/50 issue of L&S. It appears this week with the proper story.)

A new roller coating machine which features unusual versatility, simplicity and economy of operation is known as the Strong Speed Coater. The new machine will coat any flat surface with oil, lacquer, enamel or adhesive. The thickness of the coating can be precisely controlled by a simple adjustment, making possible coverage of up to 850 square feet per gallon of coating materials.

It handles flat materials of any length and up to 50 inches in width and $1\frac{1}{2}$ inches in thickness. It operates at 4020 linear feet per hour, which is equivalent to 16,880 square feet per hour when material is 48 inches wide.



Coating materials with a wide range of consistencies, from very light oils to heavy adhesives, are handled with equal facility by the

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NEW YORK AREA—R. A. Brea, 2 Park Avenue
TANNERY—Davis Leather Co., Ltd., Newmarket, Ont., Canada

new coater. Four-inch Neoprene rolls, designed for long life, are impervious to virtually any coating materials which may be used. Special drip-proof end plates confine coating material in reservoirs, assuring economy and cleanliness.

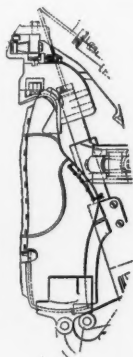
The Strong Speed Coater claimed to be especially adaptable for use in dyeing leather, and anywhere that a volume of flat surface coating is required.

Source: L. R. Wallace & Co., 440 Seaton St., Los Angeles 13, Calif.

Improved Automatic Staple Side Laster

This illustration deals primarily with an improvement on the new Automatic Staple Side Lasting Machine.

This new improvement is to make the machine more automatic through less dependence on manual removal of the shoe. In fact, the shoe is actually ejected from the machine automatically onto a kind of parallel barred guide and thence into the chute and into the conveyor.



In the earlier machines, the shoe was inserted in position by placing the heel of the shoe onto a spindle entering the spindle hole of the last, and clamped down onto the toe rest, a rather conventional procedure. But the illustration shows a shoe here retained with no spindle but with closing and locking clamps, controlled automatically through the insertion of the shoe. More important is the offset design of the cradle clamp levers that at the completion of the operation permit of unobstructed release of the shoe into the chute, all quite independent of any manual control.

One little advantage is the elimination of spindle holes in lasts in the new era of automatic shoe machines.

Source: Pat. No. 2,489,416; United Shoe Machy. Corp., Boston.

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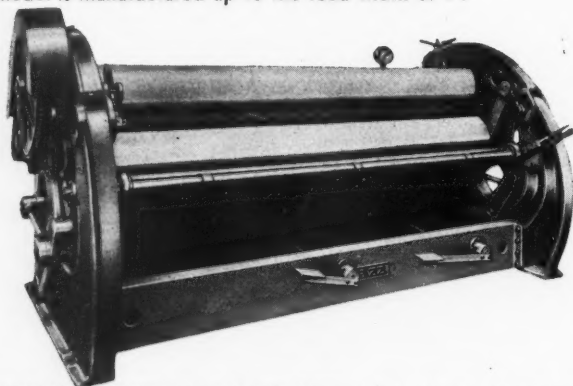
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Manufacturers and Distributors of Tanning Machines:

HYDRAULIC SAMMYING MACHINES—whose particular feature is the hydraulic pressure which operates automatically when closing the machine. This pressure is automatically equilibrated on the ends of the rollers. Pressure can be quickly and easily regulated by a valve and can be read on a manometer registered in tons.

This model is manufactured up to the feed width of 9'.



BAND KNIFE SPLITTING MACHINES—Up to the feed width of 10'.
FLESHING MACHINES — Up to the feed width of 24"; fitted with pneumatic closing system and hydraulic transmission of the grinding device.

HEAD SPLITTING MACHINES—For splitting calf heads; fitted with band knife which cuts uninterruptedly, and automatic grinding device. Feed roller opens at both ends as in the shaving machines.

BUFFING MACHINES—Model feed width 10" with sensitive regulation of thickness, and Swift Buffing Machines up to the width of 60", fitted with oscillating roller, dust extractors and built in leather brushing device which allows three feed velocities.

SETTING OUT MACHINES—Manufactured in several sizes up to the feed width of 10', which allows feed to be obtained in both directions.

STAKING MACHINES—In the simple and double type, that is with one and with two working places, fitted with hydraulic motion, avoiding the employment of connecting rods, handles and fly-wheels.

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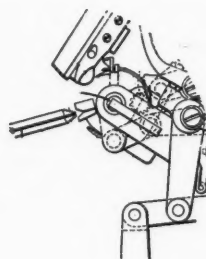
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Moccasin Stitching And Trimming Machine

This attachment is for the ORL and other outsole stitching machines using the curved needle. It introduces two methods of sewing and trimming moccasin vamps. The first method is through the use of a kind of knife fitted to the needle guide ring or to an abutment extending outwardly from the needle segment. This knife goes down through an opening in the back of the table to shear against the surfaces of two opposing struts



that hold up the pieces to be stitched. By holding the leather securely and taut, the descending knife can do a much cleaner cutting job.

The second most important method is for use with soft upper leather difficult to cut cleanly. In this latter attachment, it is the needle guide itself that has a knife fitted to it, so that when the needle descends, the knife has to go with it. Also, since the needle guide has a fixed path in this limited descent, this placing of the knife is very practicable.

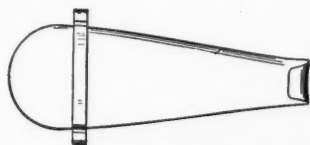
In descending in this manner, the knife has to have an opposing face for cutting purposes, provided in the table with a block or facing pretty much after the idea used in the Goodyear Rough Rounding machine, making this action more a chopping cut rather than a shearing.

By studying the moccasin finger, one will note the slit running almost to the binding block. This slitted opening provides the spring necessary to hold the stock securely between the teeth on both the top and lower surfaces, forcing the two pieces of moccasin parts into the machine. So sure is this inner surge to the leather, the vamp and tongue, that this machine can no doubt be used for sewing moccasin vamps without prementing of the skived edges.

Source: Pat. No. 2,487,918; United Shoe Machy. Corp., Boston.

Combination Shoe Horn And Tree

A shoe horn and shoe tree are combined in the device illustrated. The curved right end of the tree shown in the illustration is for the dual purpose of holding in shoe as a shoe horn and for covering the toe of the outsole when used as a shoe tree. The spatula end of the device is used as a tree. The real feature

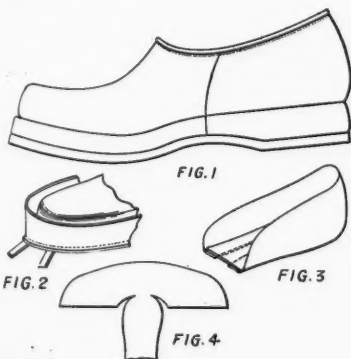


lies in locking this spatula part to the edges of the sole on the inside and outside ball areas — both ends of this locking piece are fitted with upturned and closing ends similar to the end shape for locking at the toe. This ball piece may be adjusted through a slide arrangement to accommodate almost any size shoe.

Source: Pat. No. 2,442,826; R. H. Schieferstein, San Diego, Cal.

California Closed Heel And Toe

Figure 1 introduces a conventional California combining ingenious method of making a closed toe and heel.



One of the key points of the construction of this shoe appears in the attaching of the wrapper to the shoe. There seems to be no toe lining, only a quarter lining. However, the sock lining is attached to this lining and to the leather of the forepart or vamp of this shoe. This leaves the back part of the upper unattached to the sock lining or lining, making for easy access to the space between the counter lining and upper. The wrap-

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per is attached in the usual manner, but not to the lining in the quarter, only to the upper or outside of the upper. And since the upper parts are securely united at the top, it is a simple matter to insert the right type of counter construction in the back of this shoe, between the space provided.

As for the right kind of counter, one may study Figures 3 and 4 carefully to observe that this is no ordinary counter but one that affords a heel seat rigidity as well. Figure 4 shows the assembly and Figure 3 shows how the assembly is fitted and made ready for insertion in the shoe.

Next comes the toe that is not fitted with a box as is the heel part with a counter. The box material has been attached to the tip of the vamp before the closing of the sock lining and wrapper. This is quite feasible owing to the prevalence of several types of box toes that may be conditioned after the shoe is placed on the wood or just preceding this placing on the wood. Steam, vapor, and solvents are some of the agencies used, or the box may be conditioned just before the closing of the upper parts, provided production is fairly reliable in point of time.

The first step, then, is the insertion of the last not merely to shape the toe but to remain in the shoe long enough to allow for the complete setting of the box.

Something more important is the tab device shown in Figure 2. Here are two tabs that perform an important function, the holding down of the toe to the wood during the period of box toe setting. These two tabs are tacked to the bottom of the last with a slight pull of the pincers and there remain till the attaching of the sole.

Use of these tabs brings out that this is in reality a kind of lasting measure, for the setting of the box over the last inserted. Were there no tabs used, the toe would yield backwards to the last tension. But the tacks counteract this tension by an opposing pulling effect.

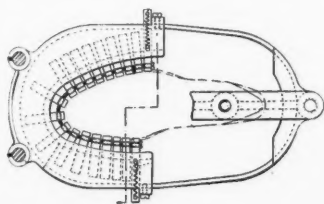
Another feature of these tacked tabs lies in correct alignment of the shoe during operations of spindling, wrapper lasting, and handling.

Source: Pat. No. 2,469,561; J. S. Kamborian, International Shoe Machinery Corp., Cambridge, Mass.

Cement Work Holddown For Goodyears

The feature of this holddown lies in a kind of virtuosity for Goodyear use. Though there have been numerous holddowns to lend opposing pressure between the unsupported welt and the pressure beneath, this one offers design in which the same holddown may be used in different sizes.

The illustration shows the outline of a Goodyear Welt shoe in an attaching press fitted with this new holddown. Here one may study the construction in relation to the number of finger-like pieces which actually are made of steel, not thick. On the inner parts of these plates is fitted a part large enough to permit the passing through of a special spring. One may also note springs



inserted in one of the fingers at either end of the holddown; this arrangement permits the holddown to be securely attached, as is shown, through the use of binding screws. But these end-fingers are held inwardly against the shoe by the use of springs. Then if these two fingers are so held by springs, and if these two fingers also hold the ends of the tube spring, the entire holddown must be held securely against the shoe.

What keeps the fingers held down securely on the grain side of the welt to withstand the bottom sole attaching pressure? These figures are placed between the top of the welt and a plate that opposes the inflating pressure of the underneath inflating pad box pad.

With this construction the mere insertion pressure of the shoe against the fingers will function to place evenly and exactly almost any size of shoe without changing of the holddown in the way of manual adjustment.

Source: Pat. No. 2,465,612; Compo Shoe Machy. Corp., Boston.



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Leather MARKETS

Market continues strong and active. Rises of last week hold as tanners find buyers more interested at quoted prices. Sides, sheep, most active, calf moderate, suedes slower.

New York Markets

Upper Leather: Some tanner representatives in this area reported a spurt of activity the latter part of last week but it was short lived. Some interest shown for fall lines with certain shades of red, like wine red, wanted in addition to the usual Army russet demand. However, from the volume of orders that have come out to date it looks like factories are going to wait for the last moment before putting in their orders for fall. Reports on fill-in re-orders on summer lines say only a limited amount going on in this market.

As to prices, the squeeze is still in evidence. Lists have not changed much with the average tannages running 45c and down to 38c. However, talk is heard all along the line of a cent or more coming off lists in order to make a sale. Some tanners, however, are very firm and will not sell below their list prices. Reports from the Pennsylvania area and further west state that factories are willing to pay more money but their situation is different with respect to wages, rent, etc.

In calf women's weights do pretty well in the lower priced ranges with smooth in more demand than suede. Price also a factor in kid leather and

here black glazed seems the volume seller in the low grades. Suede not as active as in former seasons and when it sells buyers want it at 50c a foot or less.

Sheepskins: The general report is that business is slow though some tanners say they are kept busy. List prices have not changed much and chrome tannages are generally ranged 28c-26c-24c with some not able to deliver the 24c line due to the raw material market. On vegetable tannages lists are generally 25c-23c-21c and while some tanners stick firmly to the lists, others have sold off a cent or two in order to stimulate demand. High colors on the chrome tannages are quoted a cent higher and on vegetable tanned 2c higher. The novelty business is very slow at the moment.

Reptile Leathers: Tanners report an in-between season lull at the moment for most reptiles except Alligator lizards which are in a good demand due to short supply. Prices on Alligator lizards very high. The raw stock has to be smuggled up as the Argentine Gov't. has forbidden its export. The 9 inch and up skins are priced around 18-19c per inch and the smaller sizes about 15c per inch all depending on tannages, selections, etc. Snakes are slow with price lists unchanged from those prevailing at the Fall Leather Show. Very few Alligators available now as the raw stock season has not yet begun.

Sole Leather: Weight remains the factor here with lightness still what buyers are after. Bends range from 52c to 67c for heavy weight to light

LEATHER: ITS PRICE AND TREND

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1949 HIGH
CALF (Men's HM)	93-1.09	93-1.09	95-1.15	95-1.15
CALF (Women's)	80-1.02	80-1.02	80-1.05	90-1.10
CALF SUEDE	1.10-1.20	1.10-1.20	1.00-1.20	1.05-1.30
KID (Black Glazed)	70-1.00	70-1.00	50-75	70-1.00
KID SUEDE	70-88	70-88	50-75	70-90
PATENT (Extreme)	48-56	48-56	48-56	56-66
SHEEP (Russet Linings)	18-23	18-23	18-22	19-23
KIPS (Corrected)	57-61	57-61	53-58	57-61
EXTREMES (Corrected)	45-53	45-53	43-49	48-53
WORK ELK (Corrected)	44-54	44-54	44-48	52-56
SOLE (Light Bends)	64-67	64-66	61-63	68-72
BELLIES	37-42	37-44	32-35	44-48
SHOULDERS (Dble. Rgh.)	58-68	58-68	49-54	64-72
SPLITS (Lt. Suede)	36-41	36-41	37-43	39-44
SPLITS (Finished Linings)	20-23	20-23	20-23	22-24
SPLITS (Gussets)	17-20	17-20	18-19	19-20
WELTING (1/2 x 1/8)	83/4-9	83/4-9	81/4	91/2-10
LIGHT NATIVE COWS	23 1/2-25 1/2	24-26N	24 1/2-25	29 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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on average tannery run and some runs of heavy bends have been reported sold down to 48c. Light cow bellies are bringing 43c while heavies are 40-41c and some sales into the 30's depending on tannage. Single shoulders are also favored when light. Heads on sell 50-51c and heads off up to 55c when light and the heavy runs are down below these levels. Light runs of double rough shoulders, regular tannery runs, quoted 65-68c with heavy runs much less and men's waist belt runs up to 72c for special tannages.

Sole Leathers

Still undefined hide market, which continues to show stronger tendencies, holds Boston sole leather market firm this week. Rises of last week unchanged although most sales are made at previous levels. Main difference is that tanners now find it easier to hold to quotations. Lighter bends still most emphasized by buyers but better heavy sales reported. Tanners much encouraged by recent interest, still cautious about outlook. Light bends bring up to 67, mediums at 59c top and heavies still at 52c.

Light Bends: 64-67c

Medium Bends: 52-59c

Heavy Bends: 45-52c

Philadelphia sole leather tanners report activity at last week's level, with some fairly good sales made in factory leathers. Repair leathers not up to the expected level. This is generally the most active repair season, but with the general use of composition and synthetics, with many women throwing away cheap shoes instead of repairing them, and with general business conditions rather slow at the present time, the repair leathers are not selling really well. Bellies and heads are scarce, especially in light weights. Tanners sell all they have and get their prices, which remain firm.

Sole Leather Offer

Boston offal dealers report market continues fairly firm, moderately active. Recent flurry of last week has subsided in the main and most selling is now done at previous levels. Tanners cannot see any immediate changes ahead. Most are sold up for next 30 days. Steer bellies only fair with no sales reported over 40c. Cows more active; bring a top of 42c. Single shoulders continue to move well. Double roughs only fair. Shanks moderate.

Bellies: Steers: 37-40c; Cows 39-42c

Single shoulders, heads on: Light, 46-51c; Heavy, 40-43c

Double rough shoulders: 64-68c

Heads: 20-24c

Fore Shanks: 30-32c

Hind Shanks: 33-35c

Calf Leathers

One of the better Boston markets for the past few months. Prices unchanged, continue at higher levels of recent weeks. Heavy leather still widely wanted with not too much available. Best sales still made at 85c and up. Good demand still comes

LEATHER and SHOES—May 6, 1950

from manufacturers of women's unlined shoes. Women's weights perk up a bit but new orders are still not large. Sales here continue at 65c and up, with a good many below this. Somewhat better interest in calf suede although orders are still not up to par. Volume moves at 80-95c with top grades moving well.

Men's weights: B 93-1.09; C 88-1.03; D 78-97; X 73-87; XX 69c.

Women's weights: B 89-1.02; C 83-93; D 76-88; X 66-82; XX 51-66c.

Suede: 1.10-1.20; 1.03-1.10; 90-93c.

Kid Leathers

Philadelphia kid leather tanners report business activity increasing. Fall orders continue to be received in greater and greater volume and while many tanners are operating at about three fourths of capacity, they consider this good for this time of the year and anticipate quite a good deal of activity in the fairly near future.

Some tanners feel that suede is on its way out. One indication is that most sales are made in glazed rather than suede, and also right now tanners are having an easier time getting their prices in glazed. The big sales are made in black in glazed and suede, with some brown and blue selling. A very few orders are received for dark red or green. List prices remain as quoted for the past few weeks.

There is still talk about a possible revival of crushed but nothing real has materialized as yet. Linings still going fairly well and no change in prices quoted. Nothing new reported in slipper leathers. Tanners who have always processed satin mats report a good deal of interest in this type of leather by high style, expensive shoe manufacturers. Prices quoted as high as \$1.15 and tanners get these prices since there is a definite market.

Suede: 35c-93c
Linings: 26c-50c
Slipper: 30c-63c
Glazed: 30c-\$1.05; \$1.10
Satins: 50c-\$1.15
Crushed: 30c-75c

Splits

Although better tone of split market continues, and some good sales are reported along the line, no definite changes are apparent as yet. Suede sales begin to pick up with heavy suede continuing to move well and light suede beginning to show signs of life. Chrome retan sole splits active also. Linings fairly active, best sales around 20c. Gussets still below par. Blue and pickled splits fair.

Light suede: 36-41; 34-39; 32-36
Heavy suede: 43-46; 41-43; 38-40c
Retan sole: 40, 38, 35, 33, 30c
Finished linings: 18-20; 20-22; 22-23c
Gussets: 17-20c
Blue splits: Heavy, 14-15c; Light, 12½-13½c
Pickled: Heavy, 13½-14c; Light, 12-12½c

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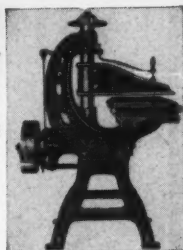
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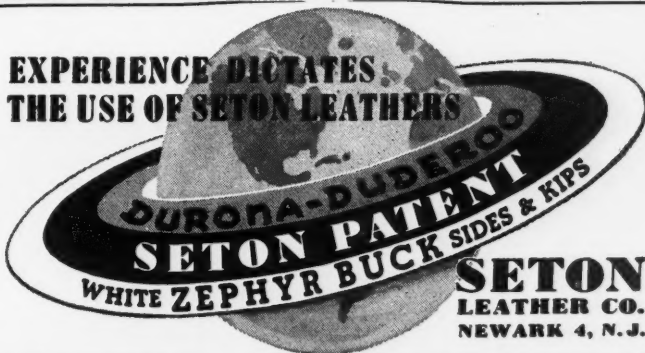


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SHOE AND
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Sheep Leathers

Boston sheep market continues firm and active although shoe business is slower. Better orders still come from slipper, suspender and other specialty manufacturers. Russet linings continue widely wanted. Best sales made between 12½-17c. Best boot linings bring up to 24c in some cases but volume is well below this. Colored vegetable linings only fair; some sales reported at 20c with not too many above this. Chrome linings do some business at 26c and down. Novelty, hat sweat and garment slow.

Russet linings: 23, 21, 19, 17, 13, 11c

Colored vegetable linings: 22, 20, 18, 16, 14c

Hat sweat: 26, 24, 22, 20c

Chrome linings: 26, 24, 22c

Garment grains: 26, 24, 22, 20c

Garment suede: 27, 25, 23, 21c

Side Leathers

Boston side leather tanners find market still improved, buyers more interested than in recent weeks. Trend still not defined with few indications of how long improved selling will last. However, most tanners find it easier to quote firmly and there is less tendency among buyers to haggle and shop around. Aniline types still active with lighter weights more wanted. Heavier weights not in demand. Regular finish sides perk up with more interest all around. Kips and extremes fairly active here. Work elk moderate and steady prices.

Heavy Aniline Extremes: B 53-56; C 51-54; 45-47c

Corrected Kips: B 53-61; C 51-59; D 49-57, X 43-50c

Corrected Extremes: 45-53; 43-49; 41-47; 38-44c

Corrected Large: 40-45; 38-42; 36-40; 33-37c

Work Elk: 44-54; 42-46; 40-44; 38-42c

Bag, Case and Strap

Raw materials again this week showed additional gains of from ½ to 1c which has resulted in further determination of tanners to hold list prices to their present levels. It was only a few weeks ago that tanners were on the verge of lower prices, but this is all changed now. Current prices are meeting little resistance from the buying interest.

According to most tanners, bookings are quite satisfactory at the moment, with sales termed as normal for this time of year. The 1-cent concessions on large quantity orders, noted last week, are not being reported this week, which further indicates the reflection of the stronger raw stock market.

2 ounce case	44, 41, 38c
2½ ounce case	47, 44, 41c
3½ ounce strap	55, 52, 49c
4 ounce strap	58, 55, 52c
5 ounce strap	62, 59, 56c

Glove Leathers

Business very quiet. Buyers are looking over lines but no orders of

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Flexible Splits

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any size are being placed. What business is moving is in men's lines.

Suedes seem to be the best seller. Men's grey in the domestic variety brings 34 to 36c for a good table run. Strictly number ones are quoted from 40 to 42c. Lined grade brings about 30c. High colored suedes for men's gloves bring about the same prices as the greys.

Some demand for pigskins in all weights. Glove manufacturers are cutting stock against possible Fall business and 75c for the three top grades combined seems to be the acceptable price and method of buying. Cabrettas very slow. Some business in high colors. Prices steady.

Work Gloves

Production of split leather for the work glove industry is normal, with inventory moving at a satisfactory pace, according to Midwestern work glove leather tanners. The market is firm at 19, 18 and 17c for No. 1, 2 and 3 grades of light-medium weights. Prices have held at these levels for quite a length of time.

Work glove manufacturers should normally be ordering on somewhat of heavier schedule than they are, but tanners feel there will be a definite improvement noted in the very near future. Both the horse shanks and cow bellies markets reported unchanged from a price standpoint, with sales rather slow at the moment.

Horse Shanks, 40-45 avg. ft. per doz.	21c
Horse Shanks, 50-55 avg. ft. per doz.	25c
Cow Bellies, 40-45 avg. ft. per doz.	24c
Cow Bellies, 50-55 avg. ft. per doz.	26c
Shoulder Splits, per pound:	
No. 1's	50c
No. 2's	40c
No. 3's	25-30c
Light-medium glove splits	19, 18, 17c

Garment Leathers

Horsehide leather market for the garment industry took a turn for the better during the past week. During this period, tanners reported a surprising amount of business booked. The price situation, however, has remained firm at unchanged levels, with 36c still pegged as about an average price. However, better quality leather will bring anywhere from 39 to 40c, depending upon tannage.

Both the grain garment leathers and suede leather items have held about unchanged for the past week. Actually, prices are called firm, with generally business conditions listed as "barely normal."

Suede garment	27-28, 26, 25c
Grain garment	29, 27, 25c
(High colored grain garment	2c more.)
Average horsehide leather	36c
Very best up to	39-40c

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THROUGH
LEATHER and SHOES

Belting Leather Market

Philadelphia belting leather tanners find that the real demand continues in light and extra light weights. The situation remains tight because tanners just haven't stock on hand to fill this demand. Some sales are made in other weights. Prices fairly static with 1c advance in light weights only.

Curriers report that business continues at the slower pace it dropped to last week and can be considered only fair. There is still a great shortage in light and extra light weights and curriers find it difficult to fill the demand. Shoulders are now very poor. After going at a good rate past the usual season business in shoulders has dropped to nothing. This time of the year shoulders are normally slow in selling, but this year they are particularly slow. Curriers attribute this to the fact that department stores and men's retail stores are not ordering waist belting or other "specialties" made from shoulders, and the manufacturers in turn are not ordering from curriers.

AVERAGE BELTING PRICES

No. 1 Ex. heavy	96c
No. 1 Ex. light	1.01
No. 2 Ex. heavy	92c
No. 2 Ex. light	94-97c
No. 3 Ex. heavy	88c
No. 3 Ex. light	93c

RANGE OF CURRIED PRICES

Curried Belting	Best	2nd	3rd
Bend Butts	1.18-1.30	1.14-1.25	1.08-1.10
Centers 12"	1.46-1.60	1.42-1.54	1.15-1.24
Centers 24"	1.38-1.58	1.34-1.52	1.15-1.16
Centers 28"-30"	1.31-1.53	1.27-1.50	1.04-1.15
Wide sides	1.08-1.25	1.05-1.19	98-1.00

(Premiums to be added: X-light plus 5c-12c; light plus 5c-10c; X-heavy plus 8c-10c.)

TANNING Materials

The Tanning Oils business was on the slow side this week as buying interest was restricted to immediate requirements. Prices were unchanged.

Trading in Raw Tanning Materials lagged as only business of a routine nature was transacted. No changes in quotations. Tanning Extracts prices continued steady and consuming inquiry was generally for replacements only.

Raw Tanning Materials

Divi Divi, shipment, bags	\$70.00
Wattle bark, ton	\$65.00 for "Fair Average" and \$62.50 for "Merchantable"
Sumac, 25% leaf	\$72.00
30% leaf	\$75.00
Myrobalans, J. is.	\$52.00-\$53.00
(Crushed \$78.00) J. 28	\$48.75
Valonia Cups, 30-32% guaranteed	\$52.00
Valonia Beards	\$78.00
Mangrove Bark, So. Am.	\$65.00-\$68.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	3.70
Barrels c.l.	4.38
Barrels, l.c.l.	4.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	9.60
Bags, l.c.l.	10.30
Bags, less than 100 pounds	15.00
Cutch, solid Borneo, 55% tannin, plus duty	.07

Gambler Extract, 25% tannin, bbls.	.09 1/2
Hemlock extract, 25% tannin, tk. cars, f.o.b. wks.	.0525
Bbls., c.l.	.05 1/2
Oak bark extract, 25% tannin, lb. bbls. 6 1/2-6 3/4, tks.	.06 1/2
Quebracho extract	
Solid, ord., basis 63% tannin, c.l. plus duty	8 5/16
Solid, clar., basis 64% tannin, c.l.	.09
Liquid, basis 35% tannin, bbls.	.08
Ground extract	.16 1/2
Wattle bark, extract, solid	.06 1/2
Powdered super spruce, bags, c.l. .05 1/4; l.c.l.	.05 1/2
Spruce extract, tks. f.o.b. works	.01 1/2

Tanners' Oils

Cod oil, Nfld., drums	.80
Castor oil No. 1 C.P. drs. l.c.l.	.20
Sulphonated castor oil, 75%	.17
Cod, sulphonated, pure 25% moisture	.11
Cod, sulphonated, 25% added mineral	.10
Cod, sulphonated, 50% added mineral	.09
Linseed oil tks., c.l., zone 1	.169
drums, l.c.l.	.191
Neatsfoot, 20° C.T.	.27 1/2
Neatsfoot 30° C.T.	.25
Neatsfoot, 40° C.T.	.22
Neatsfoot, prime, drums	.16
Neatsfoot, sulphonated, 75%	.16
Olive, denatured, drs., gal.	1.70
Waterless Moellon	.13
Artificial Moellon, 25% moisture	.12
Chamois Moellon	.10-12
Common degreas	.11
Neutral degreas	.22-24
Sulphonated tallow, 75%	.11
Sulphonated tallow, 50%	.09 1/2
Sponging compound	.11 1/2
Split oil	.09 1/2
Sulphonated sperm, 25% water	.16
Petroleum Oils, 200 seconds visc. tks., f.o.b.	.11 1/2
Petroleum Oils, 150 seconds visc. tks., f.o.b.	.13
Petroleum Oils, 100 seconds visc. tks., f.o.b.	.11

Retail Store Sales Off 3%

The nation's retail shoe stores experienced an upswing of 44 percent in sales for March as compared to Feb., reflecting the Easter trade, but sales for the first three months of 1950 fell three percent below the same period last year, according to the Census Bureau. Sales in March 1950 ran two percent ahead of March 1949, a negligible gain considering that Easter fell a week earlier this year.

Reports of sales in various large cities for March over Feb. showed Boston, up 43 percent; Hartford, up 75 percent; St. Louis, up 41 percent; Washington, D. C., up 42 percent; Baltimore, up 21 percent; Atlanta up 51 percent; Dallas, up 72 percent; and Minneapolis, up 29 percent.

George Hanson

... executive of S. Waterbury & Son Co., Brooklyn manufacturer of women's dress welts and cemented shoes, died on April 30 after an illness of seven months. Hanson, who was associated with the firm for 49 years, began his career in its sole leather department and became widely recognized as an expert in this field. In recent years, he was in charge of both the sole leather and making departments.

HIDES and SKINS

Packer hides slower at steady prices. Cows up ½-1c; sales fair. Packer calfskins show little change; kipskins steady. Country hides do well. Sheep pelts active.

Packer Hides

Very little activity this week. Prices tended higher, and were higher on the trading that was done, so that sellers did not have to push the market to sell hides. Consequently, offerings were spotty and not totally defined. Sellers were anxious to have buyers bid for something first and then they could report whether or not they had such hides available.

Trading involved mostly native hides, in fact all native hides except for a few branded bulls. In steers, heavy steers started early in the week by selling at 18½c for River April-May salting, up ½c, and followed later in the week at 19c for May salting Rivers, up a full cent. Extreme light native steers sold later at 27½c, up 1c. Light native steers inactive except for one small mixed pack which was at a steady price. Branded steers quiet, although an offering of a mixed line of 10,000 odd small "Big Four" plant native and branded steers at 18c for butts, 17½c for Colorados, and higher prices on the native hides, drew no interest from tanners.

Cows were up, heavy cows selling at ½c higher for St. Paul production and 21½c for Rivers, up 1c. Light cows were also ½ to 1c higher, Chicago selling at 23½c, up ½c, and Rivers selling at 25c for heavy average and 25½c for light average, up 1c in both cases. Branded cows were quiet, but bids of ½c higher were turned down in favor of offerings at 21½c for Northerns, or 1c higher than last business.

Bulls slightly active in reported business at 16c, off 1c, but better than anticipated. A trade of about

8,000 bulls from one packer, involving back salting hides, was felt to have been done on a 15c basis.

Market definitely strong with few hides around. Tanners have not come into the market with any volume business, but if they should, packers would have the ball in their hands.

Small Packer Hides

While the big packer market showed considerable "tendency" toward strength this week, the same feeling was not registered to any great extent in the small packer market. Big packer hide business was not broad enough to firmly define a higher trend. As a result, sellers in this market boosting their asking prices considerably, but buyers refused to recognize these attempts at a higher market. Offerings were carefully placed, but failed to stir up any new interest from the tanning side.

Prices unchanged, although a gradual move toward a 21c market for 48/49 lb. average hides has been noted. Buyers appear willing to pay 21c selected for good Midwestern small packer hides of that average, thinking more in terms of 20½c to 21c selected for 48/50 lb. averages, and 20 to 20½c selected for 50/52 lb. averages. Sellers want as much as 22½c selected for some 49/50 lb. averages but cannot find any interest at anything near that level.

Slightly higher price ideas heard from tanners on Midwestern light average hides. In weights ranging 46/47 lb. average, buyers seem willing to figure up to 22c selected, and up to 23c selected for 44/45 lb. averages. Sellers want 1 to 2c more, however. Southwestern light hides quotable around 23c flat by tanners for 44 lb. averages or slightly higher, but sellers want 24c flat at the very least. Averages around 40/42 lbs. quoted around 24c by tanners, but 25 to 25½c flat by sellers.

QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native Steers	19 -23	18 -23	18½-24	19 -22½
Ex. Light native steers	27½	26½	28	28
Light native cows	23½-25½	23 -24½	24 -26N	24½-25
Heavy native cows	21½-22½	20½-22	20½-21	19 -20½
Native bulls	16	16N	17	16
Heavy Texas steers	17½N	17N	17	18 -18½
Light Texas steers	20½N	20½	22½N	19
Ex. light Texas steers	23½N	23½	25N	24
Butt branded steers	17½N	17N	17	18 -18½
Colorado steers	17N	16½	16½	17½-18
Branded cows	21 -21½N	20½-21½	20½-21	18½
Branded bulls	15	15N	16	15
Packer calfskins	61 -62½	61 -62½	64½	55 -65
Chicago city calfskins	42	42 -45N	42	35
Packer kipskins	46	46	47	47

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close May 4	Close April 27	High For Week	Low For Week	Net Change
June	18.85B	18.90B	19.90	18.65	-05
September	18.90B	18.70B	19.70	18.80	+20
December	18.80B	18.65B	19.70	18.97	+15
March	18.50B	18.35B	19.05	19.05	+15
July	21.90B	21.70B	22.22	22.20	+20
October	21.35M	21.15N	+20
January	21.05M	20.85N	+20
April	20.75M	20.55N	+20

Total Sales: 237 lots

On the heavier side, hides averaging around 54/55 lbs. bid at 18½c selected, but tanners find that they cannot get them for less than 19½c selected. The very heavy hides, 59/60 lb. average, quoted at 17 to 17½c selected by tanners, but sellers want 18c selected. Small packer bulls nominally figured around 13 to 14c selected.



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Calfskins

Packer calfskin market inactive this week, although a few skins sold late last week at steady prices. The final figures on trading in Northern skins last week were substantial, and with unconfirmed activity, the market seemed to be fairly well cleaned up of April and most of May production with the larger packers. There are still Riverpoint skins to be sold, with this selection in need of establishment.

Nothing much done on the outside. Small packers continued to ask around 55c for anything that was half-way decent, although tanners failed to respond to anything more than 48 to 50c bids, 52c at the very best for the finer skins. Country all-weights quotable around 30 to 32c nominally with some carlot trading around the 30c price, but sellers still thought that 35c was a fair price.

New York trimmed packer skins quoted at \$3.00 for 3 to 4's, \$3.75 for 4 to 5's, \$4.50 for 5 to 7's, \$5.80 for 7 to 9's, and \$8.00 for 9 to 12's. New York trimmed collector calfskins are quoted at \$2.90 for 3 to 4's, \$3.50 for 4 to 5's, \$4.30 for 5 to 7's, \$4.80 for 7 to 9's, \$6.50 for 9 to 12's, all nominal.

Packer Kipskins

Nothing active this week, but late last week there was larger volume business in Northern and Riverpoint production native kip and overweights on the 46c basis, which firmly established that price. While there are more skins available, the trade generally felt that if more were wanted, 46c would have to be paid. Outside markets quiet, small packer skins holding at 35 to 36c and country kip figured around 27c in car lots.

New York trimmed packer skins quotable at \$9.25 for 12 to 17's, and \$10 for 17's and up. Collector skins are \$7.90 and \$8.50 respectively.

Country Hides

Good country hides are still the best sellers, but even these are slow. While higher ideas have been expressed for big and small packer production, tanners have refused to think but a slight fraction higher for the country offerings. Only better medium averages and light averages get any play, and mostly lots that are short freight, immediately available, and free of renderers. Locker production also speaks with authority, depending upon several other factors.

While sellers have figured that 48/50 lb. average country allweights should be worth no less than 18c flat trimmed, probably closer to 19c, tanners have not responded any more than 17½c flat for these hides, except in a few rare cases where they have paid fractionally higher for some especially good merchandise. Ideas on 50/52 lb. averages, while generally felt to be 16½ to 17c by tanners, are not acceptable to sellers. Asking prices range 1 to 2c higher than what tanners seem willing to pay. However, with the firming up of ideas in the packer markets, country hides are harder to get at the bid prices.

Horsehides

Horsehide market has not been what could be called a "hearty market." With few hides, relatively speaking, to be had and the demand restricted to the current levels, considerable business is stalemated because buyers and sellers cannot get together. Tanners still of the opinion that 60 lb. trimmed Northern and Midwestern hides are worth no more than \$10.50 at best, and sellers ask \$10.75. However, tanners hold firmly to their ideas, and the bulk of the trading is at the buying market level of \$10.25 to \$10.50.

Ideas on 70 lb. hides are a little higher; up to \$11 on good trimmed hides. Untrimmed hides quotable about \$1 to \$1.10 higher. Fronts still slow at last prices of \$7.25 to \$7.50 for good No. 1 Northerns with tanners not particularly interested. Butts, basis 22 inches and up, figured at \$3.75 to \$4.00 for good quality butts, FOB shipping points.

Sheep Pelts

Considerable activity this week. Big packers, having a few cars of shearlings to sell locally, and quite a few spring lambs on the West Coast and in the Southwestern section, moved about 25,000 spring lambs with prices of about \$3.10 per piece, some slightly higher, for California lambs, and about \$2.50 or thereabouts, depending upon the quality.

Shearlings sold locally at \$3.00 for No. 1's, \$2.30 for No. 2's, and \$1.80 for No. 3's. A few fall clips sold at \$3.20. Fall clips are almost entirely out of production, however, and there will be very little accumulated in this line for the balance of this season. Big packer pickled skins quiet and quotable around \$11 per dozen for good lambs.

Pickled Skins

At the New Zealand auction held May 3rd, where 42,673 10/12 dz. sheep and 180,858 6/12 dz. lamb pelts were offered, the following prices prevailed: No. Island sheep ranged 115-144 shs., avg. 131-5 shs., equal to \$17.59-21.73 and \$19.96; So. Island sheep, 87-127 shs., avg. 108/2 shs., equal \$13.55-19.32 and \$16.60; all sheep, 87-144 shs., avg. 128/1 shs., equal \$13.55-21.73 and \$19.48. No. Island lambs, 66-84/6 shs., avg. 75 shs., equal \$10.01-12.67 and \$11.30; So. Island lambs, 61-82/6 shs., avg. 75/5 shs., equal \$9.28-12.38 and \$11.36, all lambs, 61-84/6 shs., avg. 75/3 shs., equal \$9.28-12.67 and \$11.34. It was also reported that pickled Iranian sheepskins have been selling at \$12.50-13 per dz. The domestic market has shown but little change with last confirmed sales at \$11.50 per dz.

Dry Sheepskins

Very little activity reported in Fulton County. Selling quarters state buyers are chiefly interested in the cheaper raw stock, such as Iranian, etc., descriptions, skins that

make lower priced leather. At this moment, price is a factor rather than raw stock. Not much demand for ladies weight leather, which continues to lag but there is interest in the County for the heavier weights, suitable for men's leather.

Some business in Brazil cabrettas with good northern descriptions selling at \$13.50, basis manufacturers. Primary market holding up as shippers claim there are not too many skins available. Local tanners and European buyers have been operating and should there be a sudden demand, shippers would have difficulty in filling any sizable orders.

Cape gloves steady at origin with reports that U. K. has been paying 132 shillings 6 pence and difficult to obtain offers for less. Some scattered sales were effected here on this basis involving prime skins as there is practically no demand for the lower grades. Nigerians also firm on the basis of 58-60c per lb., basis prime Kanos. Some dry salted Sudans sold at \$18 per dozen. Buyers operating very cautiously as they are anxious to use up whatever inventories they have rather than anticipate requirements under existing conditions.

Little change in wool sheep markets. Latest reports from Australia say that the last Sydney auction sheepskin market advanced one to three pence. Due to strong wool markets, shippers at various primary points are unwilling to reduce their asking prices, especially as they have been able to obtain their ideas from Europe and other buyers.

Shearlings continue steady and additional sales of Argentines reported around steady levels. Cape market rather inactive with very little interest in the mouton type skins. Not many short shearlings available on account of the very high wool market. Shippers letting the wool grow rather than shear the animals with short wool.

Royce Sues Jacobson, Cohen

Royce Shoe Co., Inc., Claremont, N. H., manufacturer of women's medium cemented shoes, has brought suits of \$50,000 each against Clarence H. Jacobson and Harold W. Cohen, both of Manchester, charging breach of contract in defaulting on payments of a lease held on Royce's property in Claremont. The Claremont plant has been shut down for several months.

The lease was signed last Nov. by Jacobson, Cohen and Royce officials. Shortly afterwards, preparations were made to re-open the Claremont plant. Subsequently, the Manchester men announced that they were no longer interested in manufacturing shoes at Claremont.

Counsel for the Royce Company said the action is a preliminary step in a plan to re-open the Claremont shoe plant under "old or new auspices."

DEATHS

Samuel R. Uchitel

... 59, president of Orange Shoe Mfg. Co., Orange, Mass., manufacturer of women's medium McKay dress shoes, died April 28 in Phillips House, Massachusetts General Hospital, Boston, after a long illness. He lived in Athol, Mass. A native of Russia, Uchitel came to Athol from Lynn 23 years ago. He became president of the former Merit Shoe Co. in Athol and later headed the Orange Shoe Mfg. Co., of which he was part owner. Active in the community and civic affairs, he was a member of B'nai B'rith, the Kiwanis Club and the Orange Chamber of Commerce. He leaves his wife, Rose; and three sisters.

Roland B. Respass

... 77, engineer, inventor and founder of Respro, Inc., Cranston, R. I., manufacturer of unwoven fabrics and synthetic leathers, died April 27 at his home in Wickford, R. I., after a long illness. Respass became nationally famous in the 1930's when he waged an unsuccessful campaign over a 10-year period to win Govt. support for a new type of dirigible he had designed.

Respass came to Rhode Island in 1921 and later founded Respro, Inc., after patenting the idea and method of processing unwoven cotton fibers into an exceptionally strong material. He was head of the experimental department until he became ill two years ago.

Survivors include his wife, Elizabeth; four brothers, one sister. (Other Deaths Page 58)



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Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

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WASHINGTON, D. C., APRIL 19, 1950

Sealed proposals will be received at this Office until 10 o'clock a.m., May 17, 1950, for furnishing Leather, Book Cloth, Gold Leaf, and other material for the public printing and binding to the Government Printing Office during the term of 6 months beginning July 1, 1950. The right to reject any and all bids and to waive defects is reserved. Detailed schedules of the materials, etc., required, accompanied by blank proposals and giving the regulations with which bidders must comply, may be obtained by addressing

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Coming EVENTS

May 6-10, 1950—Fall Shoe Show, sponsored by Pennsylvania Shoe Travelers' Assn. William Penn and Fort Pitt Hotels, Pittsburgh, Pa.

May 7-10, 1950—Fall Shoe Show sponsored by Southwestern Shoe Travelers Assn. Adolphus, Baker and Southland Hotels, Dallas, Tex.

May 7-10, 1950—15th semi-annual showing, Southeastern Shoe Travelers, Inc., Sheraton Bon Air Hotel, Augusta, Ga.

May 12-13, 1950—Annual Convention, North American Shoe Superintendents' and Foremen's Assn. Hotel Commodore, New York, and Brooklyn Clubhouse.

May 14-18, 1950—Popular Price Shoe Show of America, sponsored by New England Shoe and Leather Assn. and National Assn. of Shoe Chain Stores, Hotels New Yorker and McAlpin, New York City.

May 14-17, 1950—Annual Fall shoe showing sponsored by Shoe Travelers' Assn. of Chicago, Morrison Hotel, Chicago.

May 21-24, 1950—Annual fall shoe showing of West Coast Shoe Travelers Associates. Sir Francis Drake, Plaza and St. Francis Hotels, San Francisco, Cal.

May 22, 1950—Spring Meeting, National Hide Assn., Hotel Statler, Boston, Mass.

May 25-26, 1950—Spring Meeting, Tanners' Council of America, Hotel Traymore, Atlantic City, N. J.

May 31-June 2, 1950—1950 Convention of American Leather Chemists Assn., French Lick, Ind.

June 4-5-6, 1950—Indiana Shoe Travelers' Association Fall Show, Hotel Severin, Indianapolis, Indiana.

June 12-17, 1950—National Luggage and Leather Goods Week. Sponsored by National Assn. of Luggage and Leather Foremen's Assn. Hotel Commodore, New York.

June 17-21, 1950—Mid-Atlantic Shoe Show, sponsored by the Middle Atlantic Shoe Retailers Assn. The Benjamin Franklin Hotel, Philadelphia, Pa.

July 23-26, 1950—Baltimore Shoe Club Show, Lord Baltimore Hotel, Baltimore, Maryland.

Sept. 6-7, 1950—Official opening of American Leathers for Spring, sponsored by Tanners' Council of America, Inc., Waldorf-Astoria Hotel, N. Y.

Oct. 25, 1950—Annual Fall Convention, National Hide Assn. Edgewater Beach Hotel, Chicago.

Oct. 26-27, 1950—Annual Fall Meeting, Tanners' Council of America, Edgewater Beach Hotel, Chicago.

DEATHS

Harry M. Schwartz

... 63, proprietor of the H. M. Schwartz Wholesale Shoe Co., Philadelphia, Pa., died April 22 at his home in Philadelphia. A member of the American Legion and of the Moose, he leaves his wife, Anna, and a son, Saul M.

Frederick S. Osburn

... 81, former superintendent of Newcomb-Anderson Shoe Co., until his retirement on Feb. 1 of this year, died in Rochester, N. Y., following a long career in the shoe industry. Osburn had held the position of superintendent with the Newcomb-Anderson Co. for the past 30 years. He was a vice president of the firm for several years. Previously, he had been associated with the Wilbur D. Coon Co. for 17 years as a foreman. A son and daughter survive.

George H. Poor

... 84, retired Peabody, Mass., leather manufacturer and well-known in the trade for many years, died April 28 at his home in Lake Worth, Fla. He had been retired for several years. Previously, he had served as vice president of the Nathan H. Poor Co., Peabody sheepskin and goatskin tanners. He leaves his wife, Amorilus; a son, Nathan H. Poor 2nd, president of the Poor company; a daughter, Mrs. Ernest Learoyd; a brother Arthur K, and a stepson.

L. D. Holland

... 46, assistant to the president and a member of the board of directors of E. F. Houghton & Co., Philadelphia, Pa., died recently after a long illness. Holland had been associated with the Houghton firm since 1927 as sales representative, Western division sales manager, manager of research sales and assistant general sales manager. He leaves his wife, two daughters and three brothers.

Oliver L. Leiber

... 82, died at the Deaconess Hospital in St. Louis on April 24. He had been in ill health for several years and recently suffered a fractured hip in a fall. Leiber was active in the E. K. Leiber Leather Co., founded by his father 95 years ago, until his retirement in 1923. He is survived by a son, Oliver J. Leiber and three daughters, Mrs. Chester J. Bohn, Mrs. Wyllys Bliss and Miss Elsie Leiber, all of St. Louis.

Mrs. Ida E. Edison

... 52, wife of Mark A. Edison, vice president of Edison Bros. Stores, Inc., women's shoe chain, died suddenly at her home in St. Louis on April 23. She leaves her husband; a son, Julian; and a daughter, Mrs. Eric P. Newman.

(Other Deaths Page 57)

Index to Advertisers

Amalgamated Leather Cos., Inc.	16
American Extract Co.	31
Armour Leather Co.	49
Armstrong Cork Co.	15
Barbour Welting Co.	53
Bay State Fabrics, Inc.	45
Boston Machine Works Co.	35
Compo Shoe Mch. Corp.	21
Crompton-Richmond Co., Inc.	13
Davis Leather Inc.	42
Dewey & Almy Chemical Co.	Front Cover
Drew, E. F., & Co., Inc.	28
Eagle-Ottawa Leather Co.	53
Fleming-Joffe, Ltd.	23
Florida Tanning & Sponge Co., Inc.	38
Garlin & Co., Inc.	47
Geilich Leather Co.	50
General Dyestuff Corp.	
Insert facing Page 22	
Goodrich, B. F., Chemical Co.	11
Hadley Bros.-Uhl Co.	19
Haley Cate Co., Inc.	47
Hebb Leather Co.	41
Hooker Electrochemical Co.	31
Horween Leather Co.	27
Howes Leather Co.	39
Huch Leather Co.	4
Independent Die & Supply Co.	23
Itzkowitz, H., & Sons, Inc.	51
Knox, Jos. E., Co., Inc.	37
Laub's Sons, George	54
Law Tanning Co.	52
Lewis, Dan, Inc.	36
Lichtman, J., & Sons	52
Limon, Geo., Tanning Co., Inc.	46
Lincoln, L. H., & Son, Inc.	55
Lynn Innersole Co.	19 and Back Cover
Manasse-Block Tanning Co.	48
McAdoo & Allen Welting Co.	50
Milender, W., & Sons	38
Nebraska Resources Division	30
O'Keefe, Thomas A., Co.	52
Ormond Mfg. Co.	57
Orthmann Laboratories, Inc.	31
Prime Mfg. Co.	2
Quirin Lea, Press Co.	57
Rapid Shoe Machine Mfg. Co.	37
Rizzi, Luigi & C.	44
Robeson Process Co.	55
Ross, A. H., & Sons Co.	49
Schiff, Lawrence, Silk Mills	43
Seton Leather Co.	51
Slattery Bros. Tanning Co.	51
Snyder Buckram Co.	43
Standard Embossing Plate Mfg. Co.	44
Sterling Last Corp.	46
Stern Can Co., Inc.	54
Superior Tanning Co.	50
Surpass Leather Co.	48
Thiele Tanning Co.	3
United Shoe Machinery Corp.	17, 33 and 40
United States Leather Co.	59
Verza Tanning Co.	48
Winslow Bros. & Smith Co.	48
Wisconsin Leather Co.	53

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